NOVEMBER 2, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE: COMPLETE INDEX PAGE 7

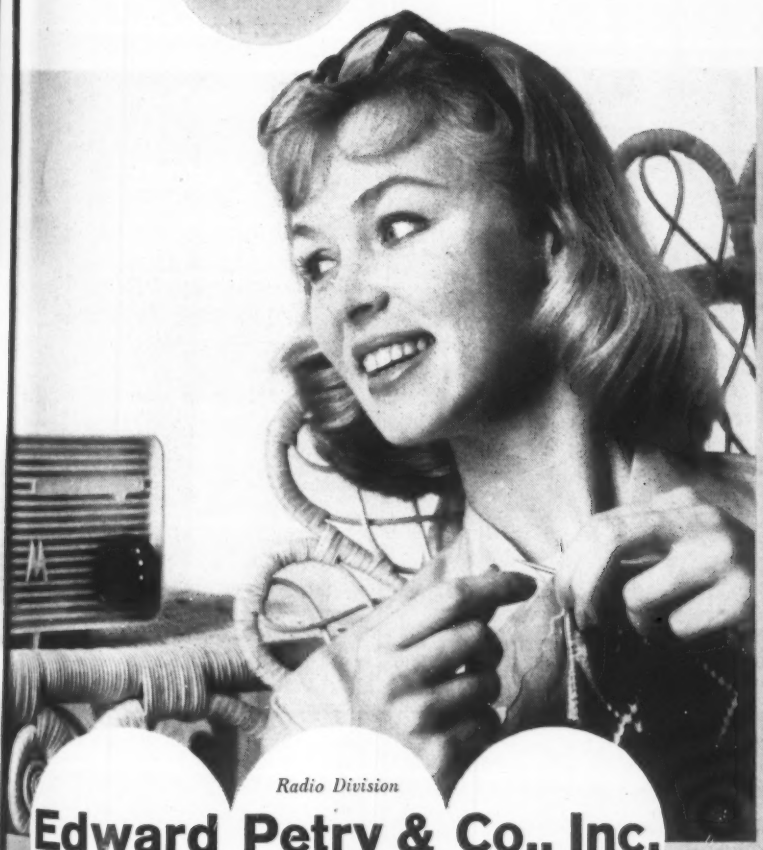
EXCLUSIVE: how the public feels toward tv quizzes — Page 41

A top agency demands to know why rates keep rising — Page 62

ARB plans 'instantaneous' ratings; three networks sign — Page 68

FCC prepares to flash an amber light for vhf boosters — Page 88

This is the spot for a commercial



This is listening-time! Americans spend thousands of hours at it every day. And they spend millions of dollars buying products they hear advertised. They'll buy a lot of what you sell, when you sell via Spot Radio on these great stations!

KOB	Albuquerque	WTAR	Norfolk
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	WIP	Philadelphia
WGN	Chicago	KPOJ	Portland
WFAA	Dallas—Ft. Worth	WJAR	Providence
WKMH	Detroit	WRNL	Richmond
WANE	Fort Wayne	KCRA	Sacramento
KPRC	Houston	WOAI	San Antonio
WISH	Indianapolis	KFMB	San Diego
KARK	Little Rock	KOBY	San Francisco
WINZ	Miami	KMA	Shenandoah
WISN	Milwaukee	KREM	Spokane
KSTP	Minneapolis—St. Paul	WGTO	Tampa—Orlando
		KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

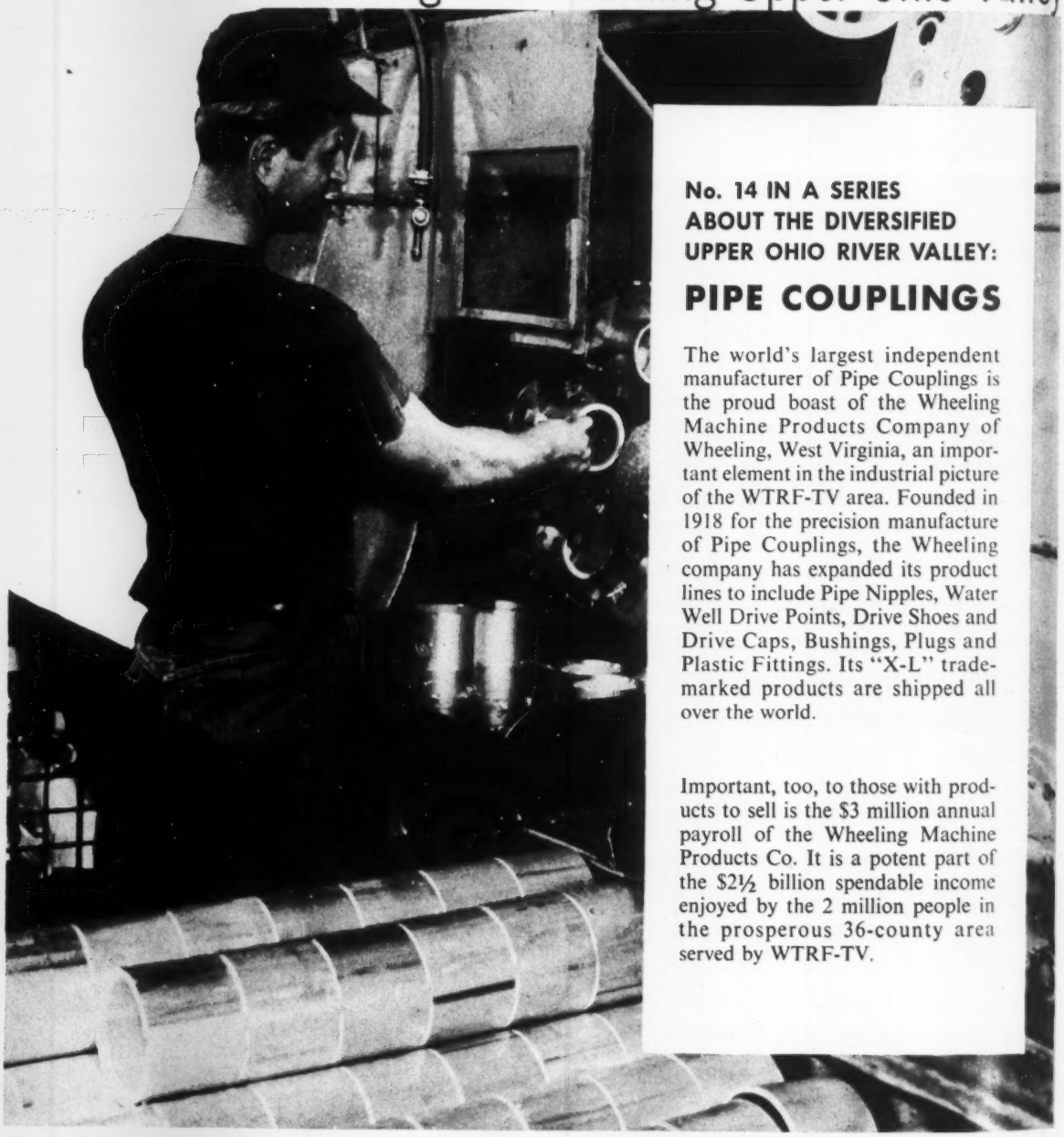
The Original Station Representative

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



No. 14 IN A SERIES ABOUT THE DIVERSIFIED UPPER OHIO RIVER VALLEY:

PIPE COUPLINGS

The world's largest independent manufacturer of Pipe Couplings is the proud boast of the Wheeling Machine Products Company of Wheeling, West Virginia, an important element in the industrial picture of the WTRF-TV area. Founded in 1918 for the precision manufacture of Pipe Couplings, the Wheeling company has expanded its product lines to include Pipe Nipples, Water Well Drive Points, Drive Shoes and Drive Caps, Bushings, Plugs and Plastic Fittings. Its "X-L" trademarked products are shipped all over the world.

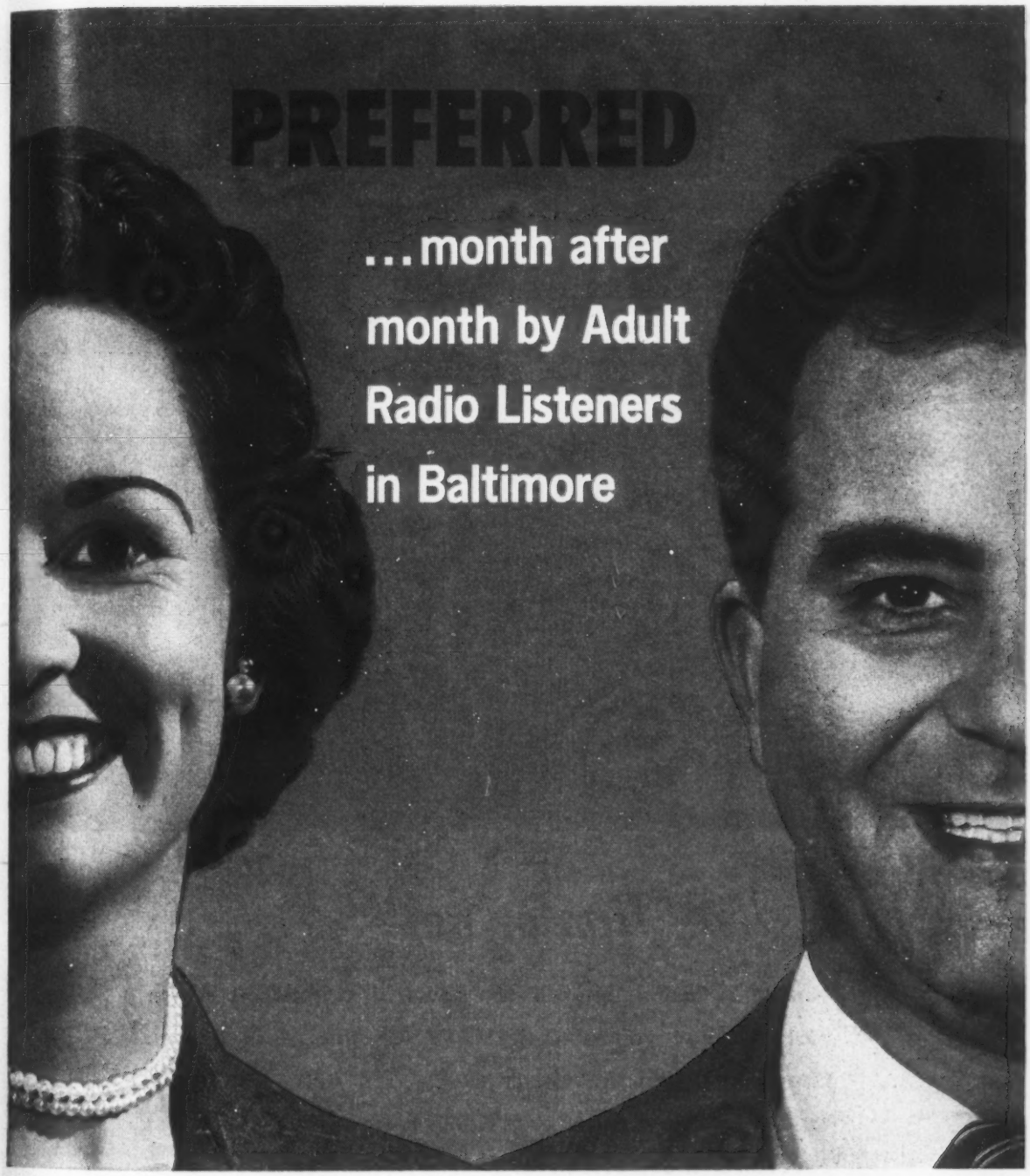
Important, too, to those with products to sell is the $3 million annual payroll of the Wheeling Machine Products Co. It is a potent part of the $2½ billion spendable income enjoyed by the 2 million people in the prosperous 36-county area served by WTRF-TV.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA



IT'S A FACT! WCBM has a long continuing record of reaching adults* in Baltimore. Why? Because there is a definite preference for the kind of adult-level programming WCBM has always featured. No matter what product or service you have to sell WCBM reaches the ears of the people you want to reach—the listeners with money to spend in the vital Baltimore—Maryland market.

Nielsen Adult Listenership Surveys

WCBM

A CBS Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Tape, live, film or net . . .

you get a "bonus buy" in the powerful Dallas-Fort Worth market when you're on KRLD-TV, Channel 4 in Dallas. Consistent leader in Nielsen, Pulse and ARB . . . CBS-TV outlet to more than 675,000 TV Homes . . . biggest coverage, most effective.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Television czar • Recent suggestion of FCC Chairman John C. Doerfer that what tv programming needs is "czar" isn't falling upon deaf ears. Last winter, when quiz program issue was hit-and-miss story, both CBS and ABC indicated support of appointment of network authority, probably to be headquartered in Washington, to represent network philosophy but NBC expressed opposition. At that time, former Sen. Charles E. Potter (R-Mich.) had been approached, and, if NBC had gone along, arrangements probably would have been completed.

In heat of current quiz controversy, there's been renewed speculation. Woods are full of candidates but there's no indication that anything will be done immediately. Wiser heads feel that whole matter should be considered calmly, after hysteria has passed. But it's generally acknowledged there will be appointment of strong national figure in leadership role either by networks or in behalf of television as an entity.

Inevitable aftermath • Quiz program rigging scandal will provoke offering of dozens of bills to regulate tv programming and/or networks when Congress convenes next January, including revised legislation for direct licensing of networks. This won't be surprising, based on experience at last session, when bills were dumped into hoppers wholesale proposing codes of ethics to thwart influence peddling among independent agencies growing out of House Oversight Subcommittee's disclosures.

Another likely result of quiz drumbeating will be to prod FCC into expediting new license renewal form (303) covering program breakdowns and licensee responsibility. Pending for many months, renewal form, when it is finally cleared, probably will be infinitely tougher version than that laboriously drafted and previously given tentative approval. There even may be revival of proposal, voted down earlier this year, to evaluate services of all stations in given areas to ascertain whether there is equitable balance in various programming categories, insuring that all community requirements in religion, agriculture, education and public service are adequately served.

Music meeting • Up-and-down, on-and-off negotiations between all-industry committee and ASCAP over new radio music licenses are on again—and seem to be looking up. Sessions between negotiators—committees headed by Robert T. Mason of WMRN Marion, Ohio, and counsel Emanuel Dannett for broadcasters; President Stanley Adams and counsel Herman Finkelstein for ASCAP—are set for today (Nov. 2) and tomorrow. ASCAP reportedly has withdrawn insistence that stations be charged on income base that includes talent charges; but there remains problem of saying so in contract language acceptable to both sides. They're also apart on other issues including ASCAP wish to have contracts put under court jurisdiction, meaning stations would have to travel to New York to defend if ASCAP charged violations. But mere fact that negotiators are in amicable sessions again, after long layoff, gives some encouragement for outcome.

Welfare pitch • Look for Screen Actors Guild to seek provisions for pension and welfare fund at contract negotiation time with tv film and motion picture producers after first of year. American Federation of Television & Radio Artists already has such benefits for members and rival SAG apparently does not want to be outshone. SAG is understood to have engaged outside consultancy firm to probe economic status of film actors and submit pension and welfare plan. Contract covering tv film commercial producers expires June 1, 1960.

Rigged commercials • Tv Code Review Board may have more to contend with than just syndicated columnist's charges of visual deception in tv commercials when it meets Nov. 16 in Los Angeles. Look for Federal Trade Commission to step up its action in tv field shortly, based on investigations carried on for some time by its radio-tv monitoring unit. Tv Code Board Chairman Donald McGannon, who voiced concern over allegations of visual misrepresentation in tv commercials made by Drew Pearson, has asked columnist for specific details for study at Nov. 16 meeting (story page 52).

Ring monopoly • Coming up—possibly even before next Congress convenes in January—will be Senate Judiciary Committee investigation of alleged restraint of trade in championship boxing, with emphasis on tv rights, closed circuit or otherwise. Senate Antitrust Subcommittee, headed by Sen. Kefauver (D-Tenn.), has had staff members interviewing officials of networks as well as closed circuit operators in New York. Open hearings, however, won't begin until after current New York trial growing out of Paterson-Johansson championship fight is completed in next few weeks. TelePrompTer acquired closed circuit rights which evidently are regarded as more important, financially, to fight principals than promotion of bouts.

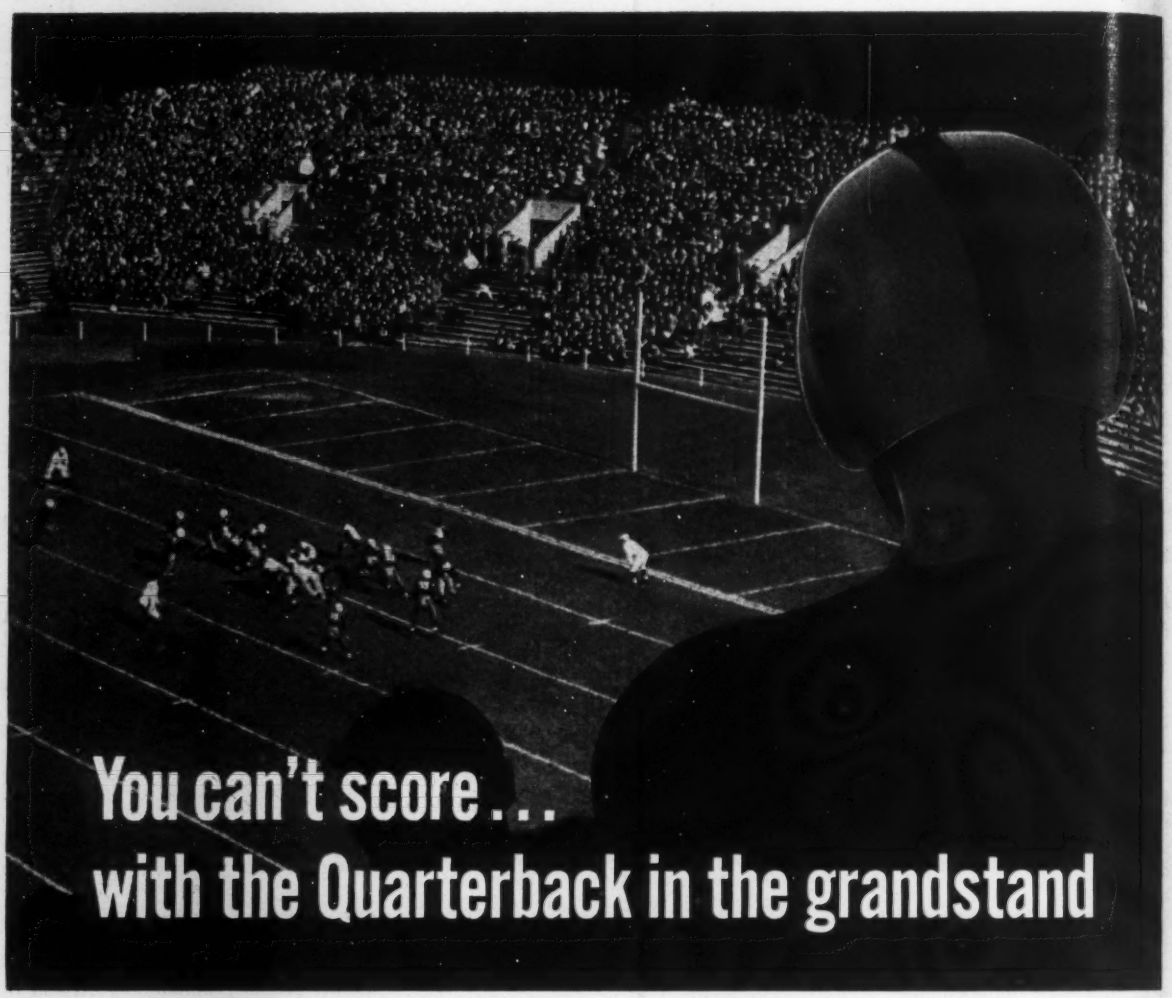
Breaking point? • Last hasn't been heard of latest Stanton-Murrow feud. It reached showdown when noted commentator criticized CBS Inc. president for his action in stripping *Person-to-Person* program of "deceit" (see page 54). Mr. Murrow's contract runs for at least another year. If it's renewed it will be only because associates will have succeeded in effecting a reconciliation, in which direction strenuous efforts are being made.

Months ago, when controversy erupted over termination of Mr. Murrow's See it Now *on CBS, there were negotiations which might have seen Murrow and his entourage shift to NBC. This, however was patched up and all seemed serene until Mr. Murrow, in London, characterized Dr. Stanton as being ignorant of what constitutes proper programming because of* Person-to-Person *incident.*

Network reps • Final FCC order putting television networks out of spot representation business, except for their owned stations, may be out this week—almost full month after its adoption was voted by unanimous Commission (BROADCASTING, Oct. 12). Document was turned over to FCC general counsel to review. Some changes have been made, it's understood, but not in what lawyers call substantive provisions. Affected are 13 stations billing estimated $15 million yearly.

Order prohibits networks from representing in spot field other than owned stations. It gives CBS and NBC until end of 1961 to relinquish representation for affiliates that are not owned by these networks. ABC gave up spot representation in 1952. It is first action by FCC in adopting one of suggestions of Barrow Report. Barrow Report resulted from two-year study of television network practices.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



...AND you can't sell Toledo with "Out-of-Market" stations

Toledo—17th in spendable income per household ... retail sales of $577,963,000.

WSPD-TV
Sells Toledo

Market domination . . . top flight programming, service, and merchandising for sales impact . . . increased sales.

in Toledo you know where you're going with WSPD-TV

ABC NETWORK • CALL KATZ

a **STORER** station

National Sales Offices:
625 Madison Ave., New York 22
230 N. Michigan Ave., Chicago 1

WEEK IN BRIEF

MR. NEAL

Advertising role is a two-way street • In the battle of rates, ratings, personalities and other short-range problems, let's not forget the long-range picture of advertising. The future is much too bright to become involved in "unpleasant" compromises, says William W. Neal, president, Liller, Neal, Battle & Lindsey, Atlanta. He tells how mutual understanding between agencies and broadcasters can make the job easier in this week's MONDAY MEMO. Page **29.**

Hardly a scratch in tv's image • Special nationwide survey for BROADCASTING by Sindlinger & Co. discovers the vast majority of people are aware of the quiz scandal, but most say it hasn't affected their enjoyment and opinion of tv. More than half want quiz shows back. Charles Van Doren is only a slightly tarnished hero. Page **41.**

BBDO's back is up on rates • Agency moves against those broadcast stations in top 50 markets and national magazines deemed by BBDO to be "out of line" in rates they charge advertisers. Page **62.**

Now it's tv commercials • McGannon discusses the whys and wherefores of NAB Code Board inquiry into authenticity of commercials. Page **52.**

Bowles' cure-alls • Congressman suggests commission study radio-tv and other aspects of communications, that advertisers not be permitted to have any say in programming; Mickelson describes tv's power to inform the electorate. Page **70.**

NBC Radio: we're in • Officials say their new plan, combining conventional networking with program service, is assured of affiliate support, will go into effect first of year as scheduled. Announcement follows five-city series of regional meetings. Page **74.**

Sanctions readied for vhf boosters • FCC preparing to authorize repeaters. One question: would stringent standards be self-defeating? Page **88.**

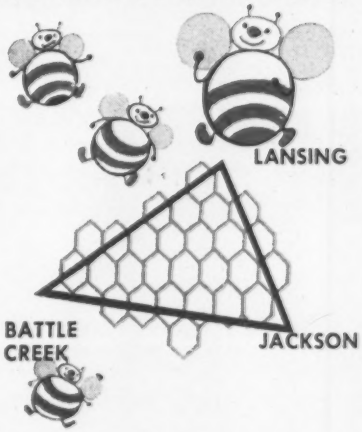
National instant-ratings • ARB announces "instantaneous" tv audience measurements on nationwide scale will be ready by September 1960. All three networks sign up, indicate they may drop Nielsen. Page **68.** Meanwhile, Nielsen expands station coverage across country, introduces instantaneous New York service and plans ahead for national brand ratings and cross-media combinations. Page **68.**

Short wave is big issue at Geneva • International Radio Conference goes into high gear with future of international short wave broadcasting and use of these frequencies for internal broadcasting by so-called "have not" nations becoming a major issue. Western Hemisphere radio-tv allocations appear to be stable, although possibility looms broadcast auxiliary services might be affected. Page **102.**

DEPARTMENTS

AT DEADLINE	35	INTERNATIONAL	102
BROADCAST ADVERTISING	62	THE MEDIA	68
BUSINESS BRIEFLY	66	MONDAY MEMO	29
CHANGING HANDS	76	OPEN MIKE	18
CLOSED CIRCUIT	5	OUR RESPECTS	121
COLORCASTING	84	PROGRAMMING	82
DATEBOOK	10	WEEK'S HEADLINERS	38
EDITORIAL PAGE	122		
EQUIPMENT & ENGINEERING	90		
FANFARE	106		
FATES & FORTUNES	94		
FOR THE RECORD	108		
GOVERNMENT	88		
LEAD STORY	41		

QUEEN BEE
IN MICHIGAN'S
HONEY OF A MARKET



Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.

Mark these WILX-TV market facts:

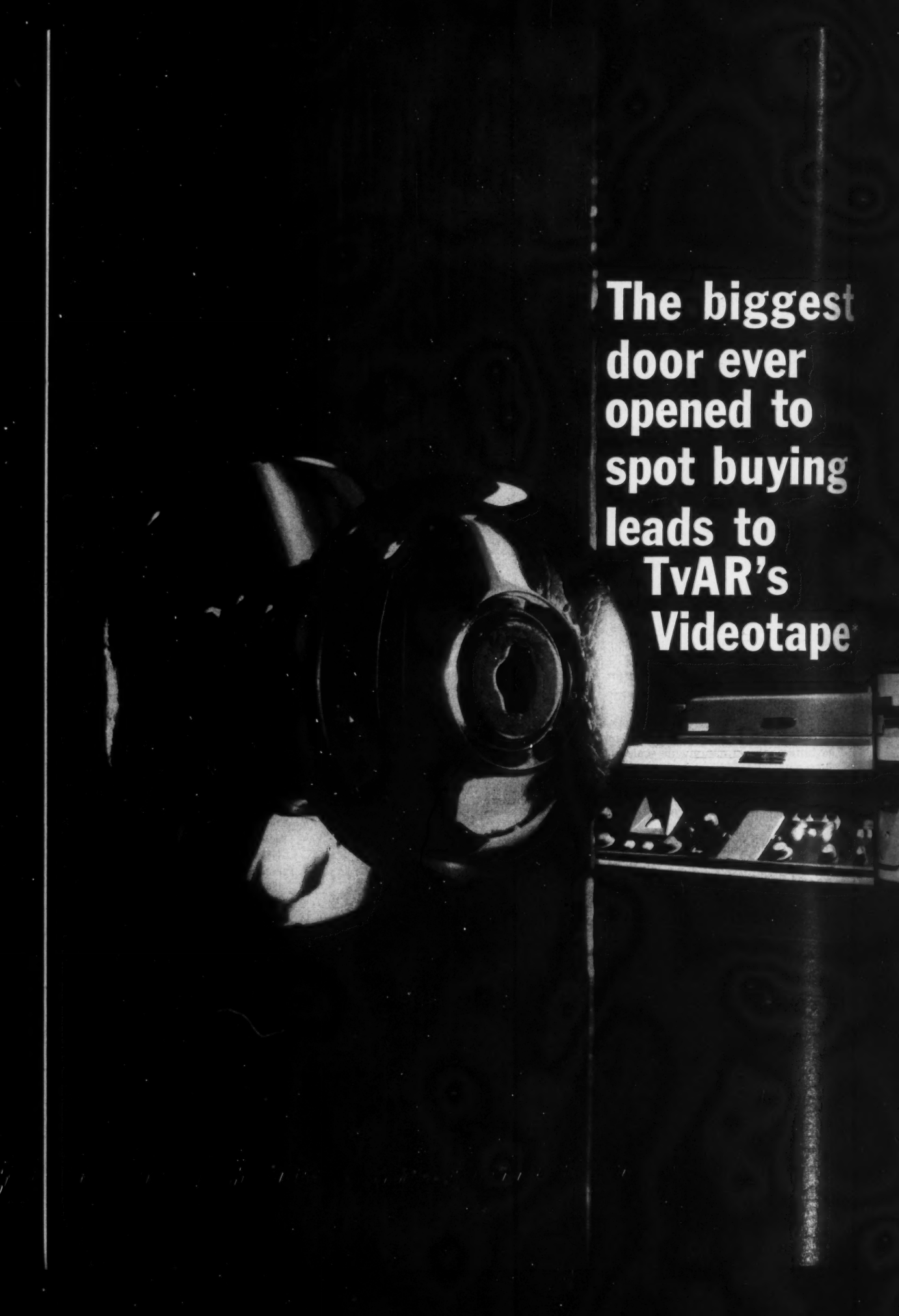
- 11th largest population area (SRDS Consumer Market Data)
- 12th largest in total retail sales (Sales Management)
- 28th largest in TV homes (Television Age 100 Top Markets)

Sell the big and busy Lansing market (now 69th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac


The biggest
door ever
opened to
spot buying
leads to
TvAR's
Videotape

No open door policy ever did so much for advertisers and agencies. TvAR is the first and only TV-station rep firm to put Videotape to work for you . . . making it possible for you to

- *see* the shows on TvAR-repped stations before you buy them, and *compare!*
- *pre-view* your TV commercials in actual program context . . . *pre-test* your copy line with the same selling personalities who will be delivering it!
- find out how your product would look and sound on TV *even if it has never been on TV before!*

And that's not all! Clip the coupon below to find out 9 ways TvAR's Videotape "Monitor in Manhattan" can help build your sales.
You are invited to make use of TvAR's facilities. Watch your product *take shape on tape* at TvAR, the rep firm that *gives you more when you go to market!*
Why not give us a call today?
JUdson 2-3456, New York.

Remember, spot TV can reach more people more quickly, at less cost and with more impact, than any other advertising medium.

TvAR **TELEVISION ADVERTISING REPRESENTATIVES, INC.**
Offices in New York, Detroit, Chicago, Los Angeles, San Francisco

Representing WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX San Francisco

*TM Ampex Corp.

Dept. B

Television Advertising Representatives, Inc.
666 Fifth Avenue, New York 19, N.Y.

I want to know what TvAR Videotape can do for me.

Name _____

Firm name _____

Address _____

City _____

State _____

George Dubinetz
Robert E. Eastman
& Co., Inc.
Chicago Office

WHEN THE CUSTOMER SAYS, "YES"

There's an old saw in selling which says "When the customer says 'yes', close your briefcase, shake hands and leave."

It's not so. In many cases it might even be poor sales policy.

Frequently when the buyer says "yes" you have an ideal opportunity to make the order a better one for all parties concerned for he is often most receptive to further thoughts on an even more effective schedule for his client.

So don't quit when the customer says "yes" but rather—always carry a second sales idea in your briefcase. This may be the perfect time to suggest the extra benefits of an added package and extend the reach of the original schedule so that everyone is served to better advantage.

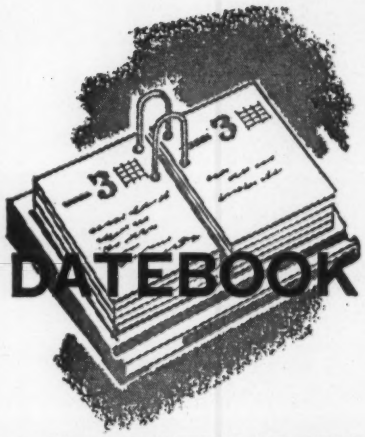
George

P.S. Another sales tip, for sales-producing advertising in the St. Louis market—use WIL. Most advertisers do. See your EAST/man for the story.

robert e. eastman & co., inc.

representing major radio stations

WNEW	WIL	KLAC	KJR	KXL
KNEW	WRIT	CKLW	WHBQ	KXOL
KBOX	WING	WCOL	KDEO	WARM
KQKO	WPTR	WSBA	WAAB	WKLO
KLEO	WEEP	KTOK	WSAV	KSYD
KWKY	WAMS	KXLR	WZOK	KRIZ



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

NOVEMBER

*Nov. 2—**Hollywood ad club** luncheon at Hollywood Roosevelt. Walter Guild, president, Guild, Bascom & Bonfigli, San Francisco, will speak on "Are You Good Enough for Advertising?"

Nov. 2—**Tv quiz hearing** continuation by House Legislative Oversight Subcommittee, Old House Office Bldg.'s Caucus Rm., Washington.

Nov. 2-3—**Canadian Board of Broadcast Governors** holds public hearings on new broadcasting regulations. Board of Transport, Ottawa.

*Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Lou Hausman, director of Television Information Office, will be keynote speaker. Speakers include: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc.; R. David Kimble of Grey Adv., New York; C. Wrede Petersmeyer, president, Corinthian Broadcasting Co., New York; Frank Shakespeare, general manager, WCBS-TV New York; Max Buck, station manager, WRCA-TV New York; Emil Mogul, president, Mogul, Williams & Saylor Inc., New York; R. C. (Jake) Embry, station manager, WITH Baltimore; Henry J. Kaufman, president, Henry J. Kaufman Assoc., Washington, and James T. Quirk, **Tv Guide.** Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 2-6—**National Sales Executives-International** Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4—Subcommittee B of **California Assembly** Interim Committee on Public Utilities & Corporations will hold hearing on HR 358 on pay tv in Rm. 709, State Bldg., Los Angeles. Rex M. Cunningham (D-Ventura) is committee chairman.

Nov. 4-5—**American Assn. of Advertising Agencies** eastern annual conference, Hotel Biltmore, New York. Creative meeting Wednesday (Nov. 4) at Museum of Modern Art there.

*Nov. 5—**Los Angeles Adv. Women** present Robert E. Phillips, president, William E. Phillips Co. (discount chain store) there, speaking on "Woman's Contribution: Past, Present, Future." Noon, at Carolina Pines, 7315 Melrose Ave.

Nov. 5—**Southern California Broadcasters Assn.** "whingding" outing at Inglewood Country Club.

Nov. 5—**WSB Atlanta-Henry W. Grady School of Journalism** (U. of Georgia) first annual news broadcasting conference, WSB's White Columns studios, 8:45 a.m.-3:30 p.m.

Nov. 8—**New York State AP Broadcasters Assn.** annual meet, Sheraton-Ten Eyck Hotel, Albany.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters,** Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, **Assn. of National Advertisers,** The Homestead, Hot Springs, Va. "Television and Radio Advertising Problems" to be subject of closed workshop meeting Nov. 9, with Howard Eaton, Lever Bros. media director, in charge. "A New Way to Measure Advertising Effectiveness" to be presented by William Hesse, executive vice president, Benton & Bowles, also Nov. 9. Marketing, advertising planning and AIA advertising aids to be examined Nov. 10; advertising case histories Nov. 11.

*Nov. 8-12—**Theatre Owners of America** (in conjunction with **National Assn. of Concessionaires** and **Allied States Assn. of Motion Pictures**), Sherman Hotel, Chicago. If past patterns prevail, toll tv could again become issue.

Nov. 9—**Assn. of Broadcast Executives of Texas,** Western Hills Inn, Dallas-Fort Worth. Guest speaker: Harold E. Fellows, president, NAB.

Nov. 9—**Arizona Broadcasters Assn.** annual meet, Valley Hotel, Scottsdale.

Nov. 9—**UPI Broadcasters of Georgia** organizational meet, Riviera Motel, Atlanta.

Nov. 9-10—**Institute of Radio Engineers,** radio fall meeting. Syracuse Hotel, Syracuse, N.Y.

*Nov. 10—**Academy of Television Arts & Sciences** at Los Angeles, forum on good and bad commercials, 8 p.m. general membership meeting, Beverly Hilton Hotel, Beverly Hills, Calif. Stan Freberg, president, Freberg Unlimited, producer of radio-tv commercials, and W.S. Sharps, British writer, are featured speakers.

Nov. 10—**Assn. of Maximum Service Telecasters** special board of directors meeting, Mayflower Hotel, Washington, D. C.

Nov. 11-13—**NBC radio-tv affiliates,** Plaza Hotel, New York. FCC Comr. Robert E. Lee will be one of featured speakers opening day, addressing radio affiliates on "Networks—In Defense." Tv affiliates hold 13th annual meeting Nov. 12 and closed-business sessions Nov. 13.

*Nov. 11-13—U. of Missouri School of Journalism-Missouri Broadcasters Assn. **Broadcast news seminar,** at the university, Columbia. Topics for group discussion include "Radio News, Theory & Practice," "Freedom of Access," "Politics vs. Radio & Tv," "Problems of Obtaining News From Hospitals & Doctors," "Organizing the Local Newsroom," "New Techniques in News Presentation," "Taste in News—What to Use & How to Use it," "Relationship Between News & Sales Management," "Broadcast News & the Law," and "The Juvenile Code."

Nov. 11-14—**Sigma Delta Chi** (professional journalistic fraternity) 50th anniversary convention, Indianapolis. Guest speaker: Vice President Richard M. Nixon.

Nov. 13—**Colorado Broadcasters & Telecasters Assn.,** Brown Palace, Denver.

Nov. 13-14—**Country Music Disc Jockey Festival** (eighth event sponsored by WSM Nashville), Andrew Jackson Hotel there. Dr. Spencer Thornton, who has appeared on **Jack Paar Show** and **NBC's Monitor,** will speak.

*Nov. 13-29—**Screen Directors Guild of America** exhibition of modern painting and sculpture, 7950 Sunset Blvd., Los Angeles.

*Nov. 14—**West Virginia AP Broadcasters** news study seminar, Charleston Press Club, 2 p.m. There will be a section on sports.

Nov. 15-21—**National Television Week,** sponsored by NAB and Television Bureau of Advertising. Theme: "Television—In Focus With Modern America."

Nov. 15-22—**American Society of Association Executives** 40th annual meet, Boca Raton, Fla. George Romney, president of American Motors Corp., Detroit, will be named "Association Man of the Year."

*Nov. 16—**Western States Advertising Agencies Assn.** dinner meet, Nikabob restaurant, Los Angeles. Doug Anderson, president, Anderson-McConnell Adv., will chair program on media relations.

*Nov. 17—**Radio & Television Executives Society** begins its 1959-60 timebuying-selling seminar. C. Terence Clyne, radio-tv vice president, McCann-Erickson, and David Levy, NBC-TV program-talent vice president, discuss "Tv programming, its problems and prospects." Hotel Lexington, New York, noon-2 p.m. First of 16 weekly programs.

Nov. 17—**Academy of Television Arts & Sciences** at New York, forum on international tv, Young Men's-Young Women's Hebrew Assn., Lexington Ave. at 92nd St.

Nov. 17—**California Broadcasters Assn.,** Ambassador Hotel, Los Angeles.

Nov. 18—**Washington State Assn. of Broadcasters**

ZIV PRESENTS

A GREAT TV SERIES

PROVED

AGAINST NETWORK COMPETITION!

ON ABC IN 1959...

BEAT DRAGNET · I LOVE LUCY
LAWRENCE WELK · D.A.'s MAN
DAVID NIVEN · BOB CUMMINGS
TRACKDOWN · CALIFORNIANS
SHIRLEY TEMPLE · LUX-SCHLITZ
PLAYHOUSE and many others

100% OF THE TIME!

BEAT EDWARD R. MURROW'S
PERSON TO PERSON
DINAH SHORE CHEVY SHOW
PHIL SILVERS · DONNA REED
LEAVE IT TO BEAVER · CAVALCADE OF
SPORTS · BUCKSKIN and many others

86% OF THE TIME!

—NIELSEN National, 1959

Rated among ABC's
top ten programs **20** times in **22** consecutive surveys!
—NIELSEN National. Oct. '57 thru Sept. '58

PAT CONWAY stars as Sheriff

TOM
TER

SENSATIONAL MARKET-BY-MARKET RATINGS!

DETROIT
28.6
NIELSEN JUNE '59

TOLEDO
26.9
NIELSEN JULY '59

NORFOLK
29.2*
ARB JUNE '59

PORTLAND, ORE.
25.2
ARB JUNE '59

MEMPHIS
20.6
NIELSEN AUGUST '59

CHARLOTTE, N. C.
29.8*
ARB AUGUST '59

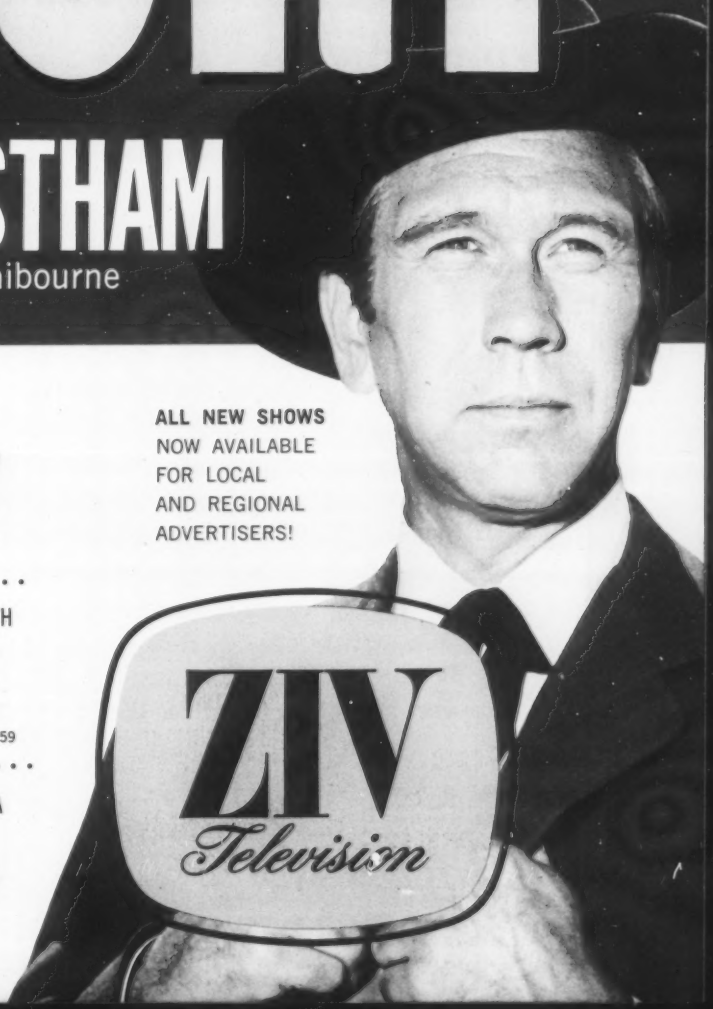
WICHITA FALLS
30.2*
ARB JUNE '59

ff Clay Hollister in ALL NEW

MBSTONE RRITORY

RICHARD EASTHAM

stars as Editor Harris Claibourne



SAN ANTONIO	MOBILE	CINCINNATI
24.5*	29.8*	26.7
PULSE JULY '59	ARB JUNE '59	ARB JUNE '59
SAGINAW - BAY CITY	ROCHESTER	DALLAS - FT. WORTH
23.2	22.9	26.1
NIELSEN JULY '59	NIELSEN JULY '59	NIELSEN AUGUST '59
KANSAS CITY	PHOENIX	SEATTLE - TACOMA
23.2	23.0	21.4
NIELSEN JULY '59	NIELSEN JULY '59	ARB JULY '59

*4-WEEK AVERAGE

ALL NEW SHOWS
NOW AVAILABLE
FOR LOCAL
AND REGIONAL
ADVERTISERS!

ZIV Television

for moving merchandise in Western New York

WBEN-TV is the BIG WHEEL

Certainly we can talk quality programming and production, for as Western New York's first television station we have the experience and know-how since 1948. But advertisers like to talk coverage and sales. No station in the area dominates this rich, productive market with perfect pictures and perfect sound as does WBEN-TV. Into Western New York, northwestern Pennsylvania and the Canadian Niagara Peninsula we consistently bring your message before the most people, most of the time. This moves merchandise, rolls up sales gains, levels sales resistance. To WBEN-TV buyers it's the greatest invention since the wheel. It takes them farther faster along the road to sales dominance. Contact us and learn how your TV dollars count for more on Ch. 4.

Represented nationally by
HARRINGTON, RIGHTER and PARSONS

WBEN-TV

A SERVICE OF THE BUFFALO EVENING NEWS

CH. 4
CBS in Buffalo

and Oregon Assn. of Broadcasters joint meet, Olympic Hotel, Seattle.

Nov. 18—East Central Region annual meeting, American Assn. of Advertising Agencies, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18—Maine Radio & Television Broadcasters Assn., Portland. Fred A. Palmer, Worthington, Ohio, sales consultant, on "Put Your Best Foot Forward."

Nov. 18-20—Television Bureau of Advertising, annual meeting, Sheraton Hotel, Chicago.

Nov. 19—Tennessee AP Radio Assn. fall meeting, Andrew Jackson Hotel, Nashville. In conjunction with Tennessee Assn. of Broadcasters.

Nov. 19-20—Institute of Radio Engineers Professional Group on Nuclear Science, Sixth Annual Meeting, with special emphasis on nuclear science and space exploration, electronics for plasma production and diagnostics, research instrumentation for high energy nuclear science, nuclear reactor instrumentation and control and automatic systems for nuclear data processing. Boston, Mass.

Nov. 19-20—Tennessee Broadcasters Assn., Andrew Jackson Hotel, Nashville.

Nov. 20—Comments due in FCC proposed rulemaking (Docket 6741) to duplicate Class 1-A clear channels in various sections of the U. S.

*Nov. 22-24—American Bar Assn. national conference on judicial selection-administration, Chicago. In conjunction with American Judicature Society and Institute of Judicial Administration. News, government, political and bar group representatives are invited. Radio, tv and press will receive special invitations to attend a "landmark" meeting to discuss basic problems of the courts, "with emphasis on better methods of selecting judges."

Nov. 23-25—Women's Advertising Clubs' midwestern intercity conference, Oakton Manor, Pewaukee, Wis.

Nov. 25—Radio & Television Executives Society luncheon. Robert Saudek of Saudek Assoc.; John P. Cunningham, board chairman, Cunningham & Walsh, and John F. White, president, National Education Tv & Radio Center take part in symposium on educational tv. Grand Ballroom, Roosevelt Hotel, N.Y.

Nov. 29-Dec. 1—First annual communications forum for broadcasters, Pennsylvania State U. Speakers in "Broadcasting: The Challenge of Responsibility" forum include Robert D. Swezey, Sig Mickelson, president, CBS News; Edward Stanley, public affairs director, NBC; Ralph Renick, president, Radio-Television News Directors Assn. and news vice president, WTVJ (TV) Miami, Fla.; Dr. Charles Seipmann, communications education professor, New York U.

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's Inquiry into possible wider use for fm subsidiary communications authorizations.

JANUARY 1960

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

*Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 30—Oklahoma Broadcasters Assn. annual

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming . . . . Top facilities . . . .
Top personalities . . . . make the difference.

The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

*All figures NCS No. 2, weekly coverage

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
HICKEY-FREEMAN

Hundreds of fine, hand-stitches create the smart, styleful lines in each Hickey-Freeman lapel.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

WHEC

AM-TV
BASIC CBS ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

*March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

APRIL 1960

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

*April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas, Tex.

*April 24—National Retail Merchants Assn. sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

*April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

*April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

MAY 1960

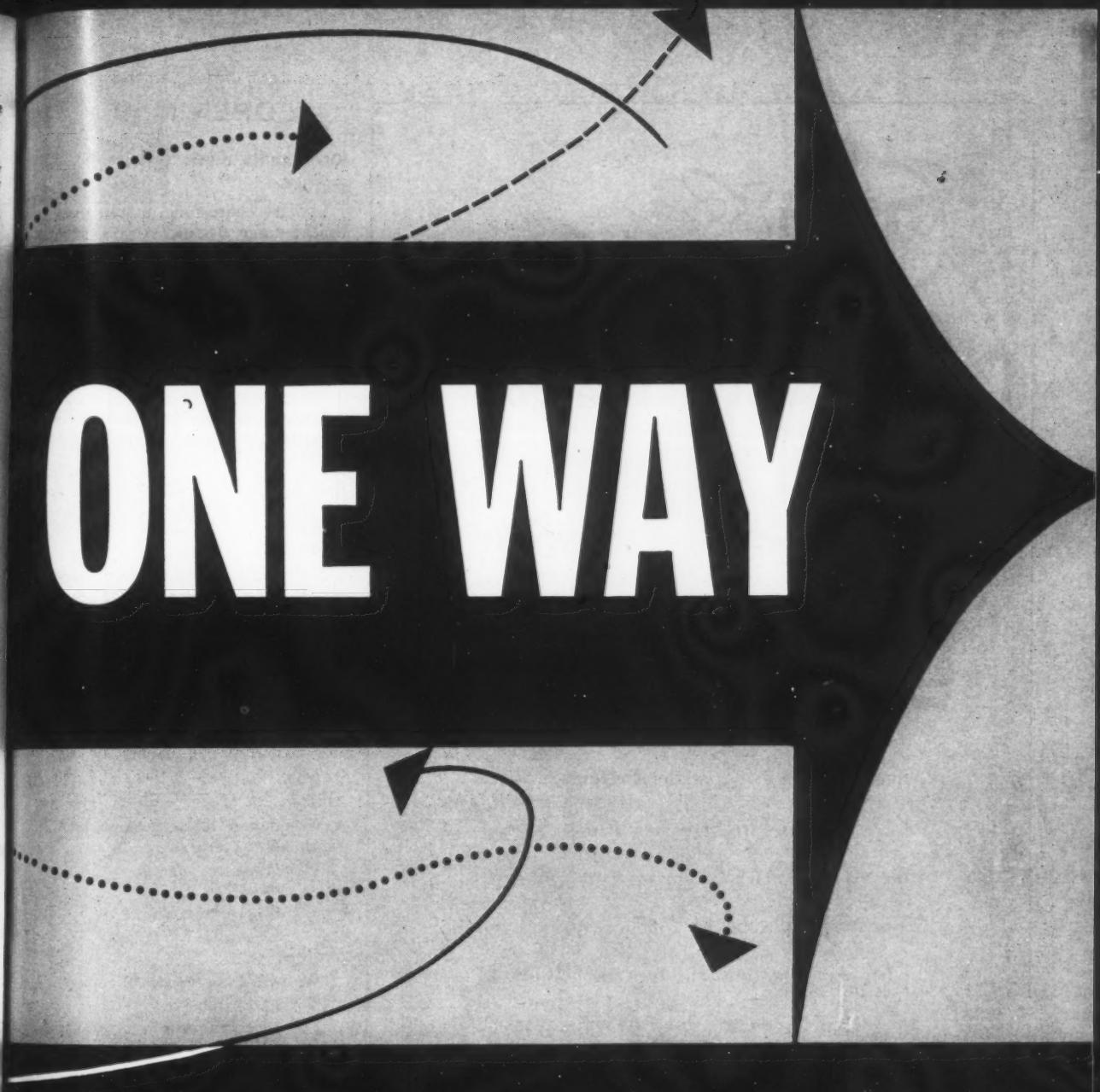
May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

NAB FALL CONFERENCES

Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.



With Pulse consistently showing WTOP Radio with more quarter-hour wins than all the other stations combined, there's only one way to be *important* on radio in the Greater Washington area: use WTOP . . . and be sure!

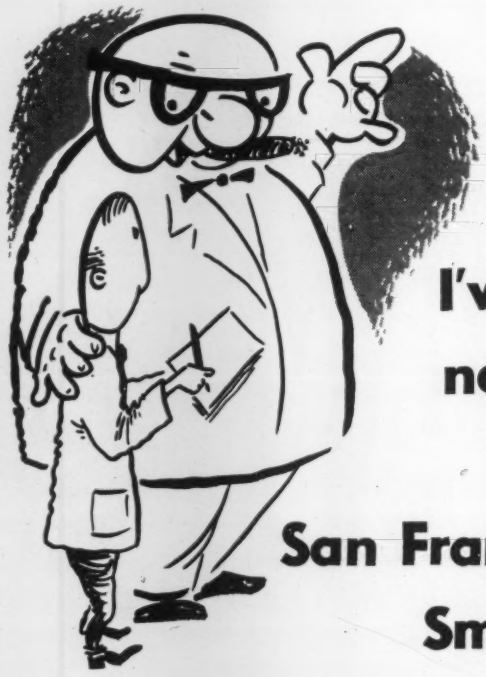
wtop radio

WASHINGTON, D.C.

Represented by CBS Radio Spot Sales

operated by **THE WASHINGTON POST BROADCAST DIVISION:**

WTOP Radio, *Washington, D.C.* **WTOP-TV,** *Channel 9, Washington, D.C.* **WJXT,** *Channel 4, Jacksonville, Florida*



I've got no beef with San Francisco, Smidley.

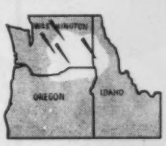
Sure, it takes a four-station network to do it . . . but there are more gas station sales in the Cascade market than in San Francisco. More food sales than in Toledo. Look at it another way, Smidley. The Cascade network is the only television reaching the entire market. A smart buy? It's a "must" buy in the Pacific Northwest.

CBS

NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH.
KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.
KBAS-TV EPHRATA, MOSES LAKE, WASH.
KLEW-TV LEWISTON, IDA.



For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

OPEN MIKE

KING radio music survey

EDITOR:

. . . the entire radio industry should benefit from BROADCASTING's publication of the results of KING's survey ("At last a reliable music survey," LEAD STORY, page 33, Oct. 12).

We all have a great deal to learn, in spite of our years in business, about our challenging industry. Indeed, the need for this learning will never cease.

We are deeply appreciative of BROADCASTING's efforts to publicize new knowledge.

James H. Schoonover
General Manager
KTUL Tulsa, Okla.

EDITOR:

We would appreciate your sending us several reprints of the article . . .

Mildred Austin
KMGM Albuquerque, N.M.

EDITOR:

. . . please send us five reprints . . .

F. J. Evans
WHTN Huntington, W. Va.

EDITOR:

Would you please let me know if reprints are available . . . ?

Frank W. Nesbitt
President
WLAK Lakeland, Fla.

EDITOR:

We would appreciate 50 copies . . .

E. Z. Jones
Vice President
WBBB-AM-FM Burlington, N.C.

EDITOR:

. . . send at least 25 . . .

Kenneth C. Delp
General Manager
KLIN Lincoln, Neb.

EDITOR:

. . . Are reprints of this article available? . . .

Donald H. Sams
Sales Manager
KRMD Shreveport, La.

[EDITOR'S NOTE: Reprints are available, 10¢ each.]

You can't skip radio

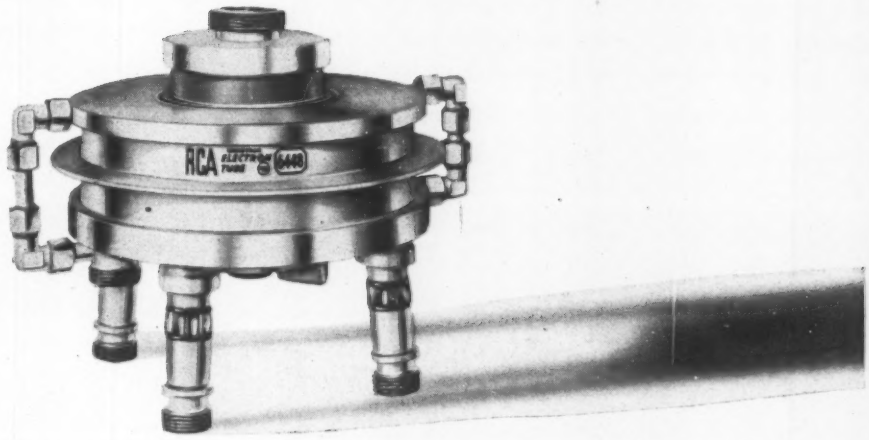
EDITOR:

. . . send us 50 copies of the MONDAY MEMO article on page 25 in the Oct. 12 issue, by Alan C. Garratt (advertising manager, ACC Division.

C. E. Smith
WKOW-TV
Madison, Wisconsin

CHIEF ENGINEER'S REPORT ON RCA-6448

12,000
"TROUBLE-FREE" HOURS ON CHANNEL 27... AND NO LET-DOWN IN SIGHT!



Read what Chief Engineer C. E. Smith of WKOW-TV in Madison, Wisconsin, has to say about the RCA-6448 beam power tube:

"One of our RCA-6448's has clocked 12,000 hours of service in our visual power amplifier. Another just passed the 10,500 hour mark in our aural power amplifier. Both tubes are still delivering top performance. Long tube life like this is a big item in keeping transmitter operating expenses down."

Many UHF-TV stations all over the country have discovered that proper care of their RCA-6448's often pays off in *extended service far beyond normal tube life expectancy*. Result: reduced transmitter maintenance and downtime, more hours of service per tube dollar.

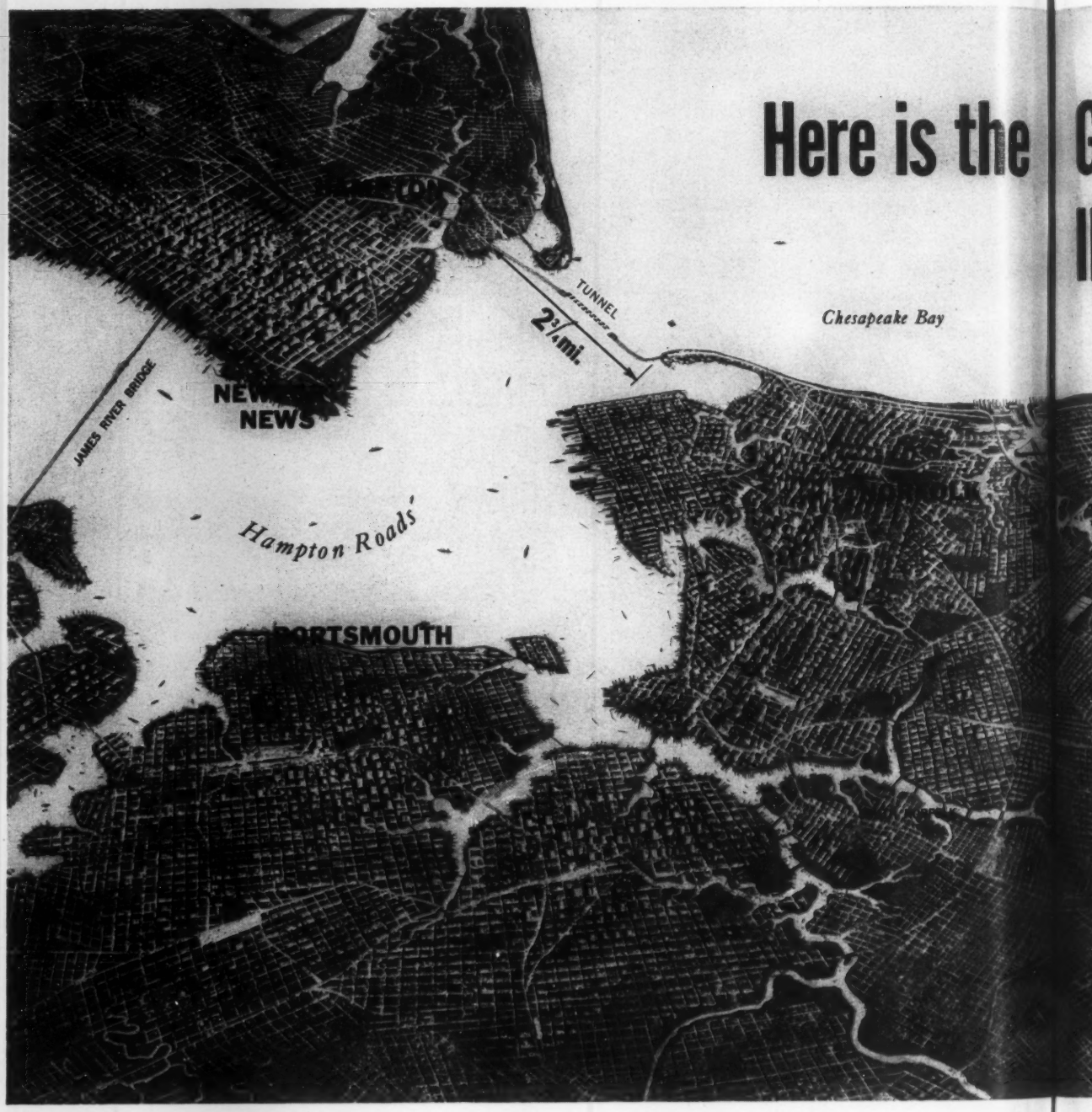
Contact your RCA Electron Tube Distributor whenever you need tubes for broadcasting and telecasting operations. He also carries a complete line of high-quality RCA Sound Tape for your convenience.

RADIO CORPORATION OF AMERICA
Electron Tube Division ***Harrison, N. J.***

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

HOW TO GET MORE HOURS FROM AN RCA-6448

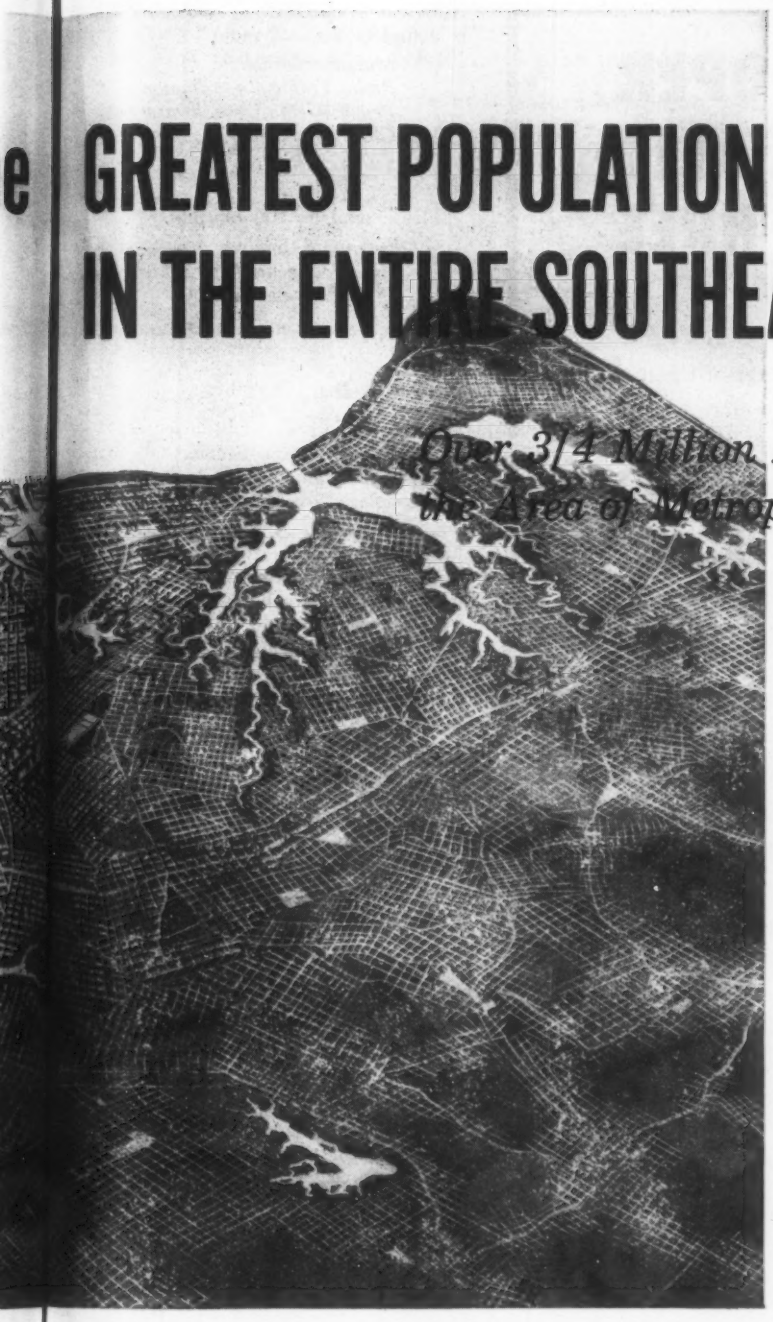
- Use only high-quality water to fill the water system initially and make provision for continuous regeneration of the system water. (A suitable method is given in the RCA-6448 technical bulletin.) Be liberal with water flow through tube ducts.
- Make certain that electronic protective devices are functioning properly.
- "Break-in" new tube in accordance with instructions in the RCA-6448 technical bulletin.
- Raise filament voltage gradually (prevents undue thermal stresses in the filament). Run both filament sections at same voltage—obtained from well-regulated supply.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25V per section). During standbys of up to 2 hours reduce filament voltage to 80% of normal value. For longer periods, turn off filament power.
- Avoid stresses at ceramic seals—especially when tightening or removing water fittings.
- Operate spare tubes periodically.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.



Metro Area	People/sq. mi.	Population	Square Miles
Tidewtar	967	772,700	799
Birmingham	569	635,600	1,118
Jacksonville	568	441,200	777
Atlanta	538	926,800	1,724
Tampa-St. Pete	504	657,800	1,304
Charlotte-Gastonia	451	405,900	900
Miami	425	873,300	2,054

Note: All figures above are from Sales Management.

GREATEST POPULATION CONCENTRATION IN THE ENTIRE SOUTHEAST



Over 3/4 Million People in Less Than Half the Area of Metropolitan Atlanta or Miami!

TIDEWATER, VA.

Here is a metropolitan area richer in retail sales than metro Richmond, Roanoke, and Lynchburg combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion . . . more positive sales results per man-hour of your merchandising effort, and per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no* duplication within the metro area, and virtually no competition from *any* station outside the market!

Call or wire WTAR-TV, Norfolk, Va., or your Petry man.

Surprised? No wonder. Since 1950 Tidewtar has been growing at 2¼ times the national rate! Also, its true size is obscured by the fact that the U. S. Government unrealistically lists Norfolk and Newport News as separate metro areas.

Sales Management and other statistical references follow suit, which gives rise to a lot of mistaken ideas about the "Norfolk market". Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly *twice* the population density!

WTAR-TV CBS TELEVISION

Norfolk, Va. • Channel 3

Represented by Edward Petry & Co.

PULSE and HOOPER AGREE . . . CUTIE IS NUMBER THREE IN SEATTLE!

"Cutie" color radio 910 in the-center-of-the-dial is the best radio buy in the Seattle area. Lowest cost per thousand! Complete merchandising plan! Grow with Colorful "Cutie"...

KQDE SEATTLE

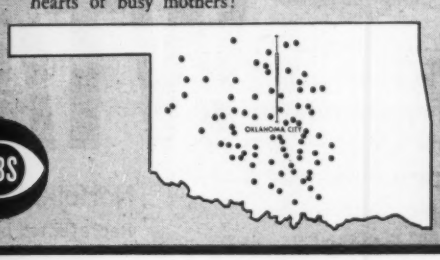
ALpine 5-8245, ask for Wally Nelskog, Pres., or contact FORJOE & Co. for availabilities!

Miss Fran from **KWTV** OKLAHOMA CITY thrills youngsters throughout the KWTV *Community*

BUY the TOWER with SALESpower in Oklahoma!

Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTV Community, submit names.

Miss Fran is a big plus in KWTV's *Community* Coverage . . . especially in the hearts of busy mothers!



CBS

See your PETRYman

American Tobacco Co.), "No campaign is complete without radio."

Margaret Jordan
Radio Traffic Co-ordinator
Peters, Griffin, Woodward Inc.
Chicago

EDITOR:

Please send us 100 reprints . . .

Raymond Caddell
Vice President-General Manager
WHSC Hartsville, N.C.

[EDITOR'S NOTE: Reprints are available, 5¢ each.]

Little Miss D.J.

EDITOR:

Recently I saw an article . . . that featured the youngest D.J. in the country as being 12-years old.

I have just come to work at WGSR Millen, Ga., and . . . what do you think I found here? Jack LoPresti, manager and co-owner of WSGR, has a 10-year old daughter, Sandy LoPresti, who operates the board, does a one-hour commercial program, interviews guests and is a real pro in the radio business.

G. Cain
WGSR Millen, Ga.

[EDITOR'S NOTE: We didn't claim 11-year old Shirley Bass, WSYL Sylvania, Ga., was youngest (page 86, June 15), but we did say her twice-weekly half-hour show was sold out for rest of year.]

Production's 'seminar approach'

EDITOR:

I should like to express our appreciation here at Robert Saudek Assoc. for your recent feature on our seminar method of television production (page 96, Oct. 12).

At the same time may I call your attention to an inadvertency in the (picture) caption data that identified our able vice president in charge of business affairs, George M. Benson, as "drama consultant."

This is not to suggest that business affairs in our industry are not fraught with drama . . . Drama consultant for Robert Saudek Assoc. is, of course, the distinguished theatre critic of the *New York Herald Tribune*, Walter Kerr.

Jack Perlis
Public Relations Counsel
Robert Saudek Assoc.
New York

Simplified rate card

EDITOR:

I have just read with much interest the Oct. 19 *Monday Memo* from L. D. Mullins, Burgermeister Brewing Co., San Francisco ("Where's the rate card all can understand?"). There are at least

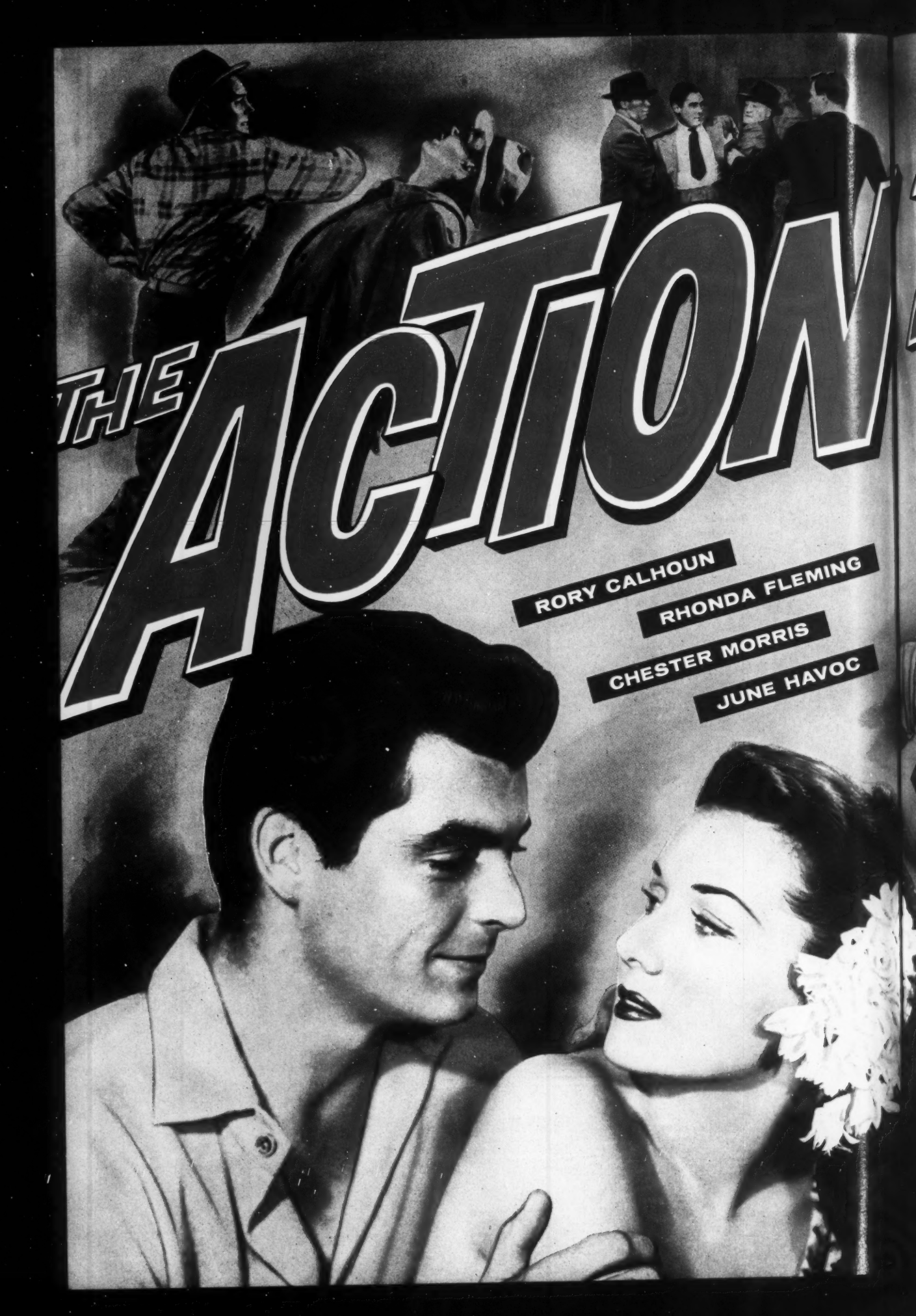
IT COMMUNICATES!

A red cape may stimulate action in Madrid or Seville or Mexico City. But, if you have merchandise to move in Western Michigan, put your pesos on WOOD-TV. It really communicates! Want to hear more? Just shout "¡Ole!" The Katz man will come charging in.

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.


THE ACTION
RORY CALHOUN
RHONDA FLEMING
CHESTER MORRIS
JUNE HAVOC

the **SUSPENSE** *of a waterfront manhunt!*

the **THRILLS** *of high-gear auto-racing!*

the **CHILLS** *of midnight in a wax museum!*

the **HIGH ADVENTURE** *of a South Seas voyage!*

the **DRAMA** *of wartime heroism!*

the **IMPACT** *of a fighter's left hook!*

ALL IN THE ACTION THEATER PACKAGE

35 ACTION-ADVENTURE FEATURE FILMS NOW AVAILABLE FOR TELEVISION

Carefully programmed and realistically priced to meet your needs. Act today to tie up these features for your market!

Wire or phone:

ARROW PRODUCTIONS

solely as agents for

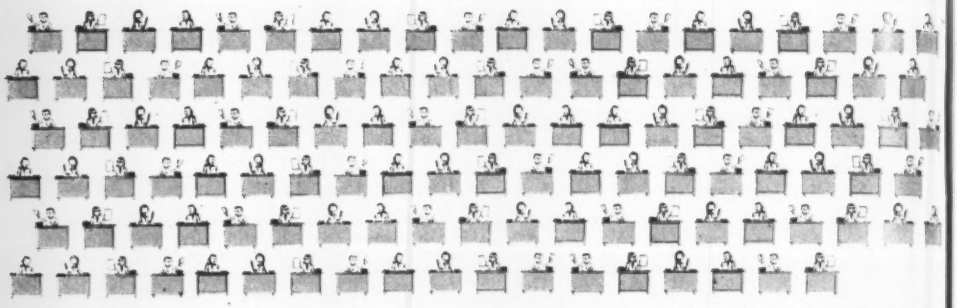
METROPOLIS PRODUCTIONS, INC.

488 Madison Avenue • New York 22, New York • PLaza 5-2100

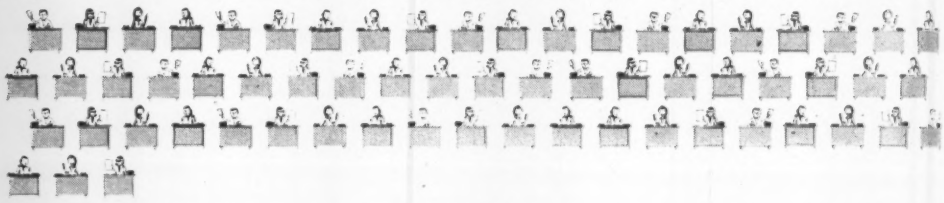
The million dollar buyers* of broadcast advertising at the top 50 tv-radio agencies pick BROADCASTING...

AS THE BEST MEDIUM FOR A STATION'S ADVERTISING TO REACH THEM

They named **BROADCASTING**



nearly 2-to-1 over Publication "B"



better than 10-to-1 over Publication "C"

by 39-to-1 over Publication "D"

and 59-to-1 over Publication "E"

whereas (alas) Publication "F" wasn't mentioned even once!

HOW DO WE KNOW? These are the findings of a brand-new readership study by American Research Bureau, Inc., conducted among the most important executives responsible for broadcast advertising decisions at the 50 biggest TV-radio agencies in America. If you want to know the *full* facts about their TV-radio business publication preferences, send for a copy of *"What Do the Million Dollar Buyers Think?"*—just off the press.

**A "Million Dollar Buyer" is an agency executive responsible, directly or indirectly, for allocation of over $1,000,000 yearly in broadcast advertising. Of 460 respondents in the ARB study, 81% were.*

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W., Washington 6, D. C.

two other people in this business who are lousy mathematicians: Richard O'Connell, WHYE's New York rep, and me. Both of us need two hands to count to six. So last month we devised a most simplified rate card for WHYE that even I can read:

WHYE Roanoke, Va.
Time Rate Card #1 for
National, Regional and Local Advertisers
Effective: Nov. 1, 1959

WEEKLY PACKAGE PLAN

CLASS AA (6:30 a.m.-9:00 a.m. & 4:00 p.m.-6:30 p.m. Monday thru Friday)

ONE MINUTE SPOTS

No. of spots	Each	Total
5	$8.00	$ 40.00
10	7.50	$ 75.00
15	6.50	$ 97.50
20	6.00	$120.00
30	5.00	$150.00
50	4.00	$200.00

CLASS A (All other times)

5	$6.00	$ 30.00
10	5.50	$ 55.00
15	4.50	$ 67.50
20	4.00	$ 80.00
30	3.00	$ 90.00
50	2.00	$100.00

20 or 30 second spots: 75 percent of applicable one-minute rate.

8 or 10 second spots: 50 percent of applicable one-minute rate.

DISCOUNTS

5 percent of total for 26 week contracts given in extra service.

10 percent of total for 52 week contracts given in extra service.

Class AA and Class A announcements may be combined to earn maximum discount.

PROGRAMS: Five Minute News and Features.

CLASS AA

No. per week	Minimum 13 week contract Each	Total
5	$10	$ 750
10	8	$1,040
15	6	$1,170

CLASS A

No. per week	Minimum 13 week contract Each	Total
5	$ 7	$ 455
10	6	$ 870
15	5	$ 975
20	4	$1,040

Three Minute News, Sports, Stocks, Stork Report, Town Crier. 75 percent of applicable five-minute rate.

DISCOUNTS

5 percent of total for 26 week contracts given in extra service.

10 percent of total for 52 week contracts given in extra service.

Class AA and Class A programs may be combined to earn maximum discount.

Jon A. Holiday
General Manager
WHYE Roanoke, Va.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

WCSH-TV 6

NBC Affiliate **Portland, Maine**

Total Television with Mustard & Relish

NBC's totality is continuing to assure Channel 6 advertisers of a bigger, more receptive audience.

But WCSH-TV has never been content to rest on its network laurels. For SIX straight years, we have provided the type of local programing that gives our viewers that "this is our station" feeling.

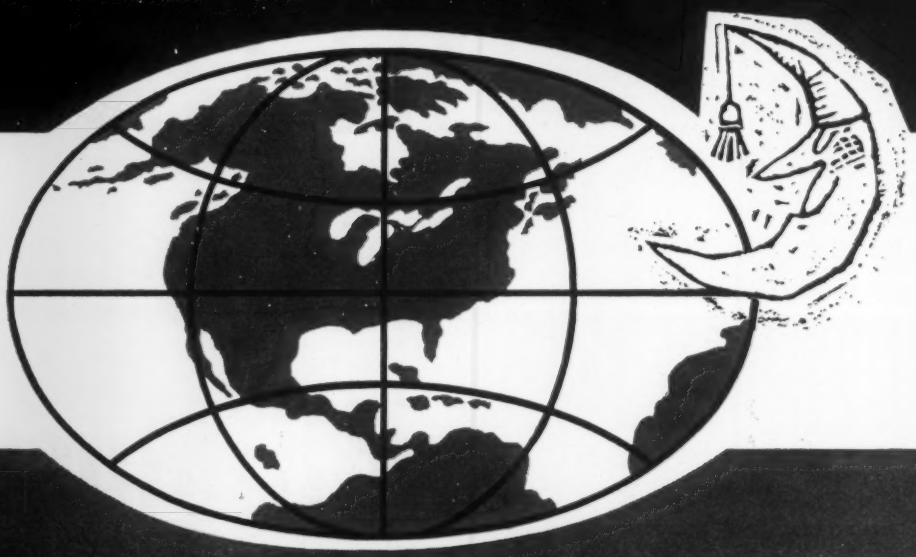
Ask your Weed TV man about the many WCSH-TV staffers who work so capably "on the air" to provide this special "flavor" for Channel 6.

Remember, a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV Portland (6)
WLBZ-TV Bangor (2)
WCSH Radio—Portland
WLBZ Radio—Bangor
WRDO Radio—Augusta

When only your competitors are sleeping . . .



there's a world of coverage on HOBBS' HOUSE/WCCO RADIO!

At astoundingly low rates, here's the biggest buy in radio. Hobbs' House—on the air all night from 10:30 pm to 5:00 am—delivers: 1) top acceptance in the 4-state Northwest where WCCO Radio has more listeners than all other Minneapolis-St. Paul stations combined . . . 2) blanket coverage of the continent powered by WCCO Radio's 50,000-watt clear channel signal . . . 3) convincing salesmanship from Franklin Hobbs. A world of mileage for your best sales story.

WCCO RADIO

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by CBS Radio Spot Sales

MONDAY MEMO

from **WILLIAM W. NEAL,** *president, Liller, Neal, Battle & Lindsey Inc., Atlanta*

Advertising role is a two-way street

The following is a condensation of Mr. Neal's talk to NAB's fall meet in Atlanta Oct. 30:

First, I want to talk about the importance of advertising itself. I'm talking about all advertising, so for a few minutes let's forget the competitive aspects of the business.

Advertising is bigger than all of us —thank heavens—or the broadcasting share couldn't be nearly as great as it is. Some of you who keep your noses too close to the microphone may not realize that over $10 billion was spent in all advertising last year. About $2 billion was spent in radio and television —almost exactly 20% of the grand total.

Ten billion dollars is a lot of money, but America is a big country. Last year our gross national product amounted to $441 billion. For about 2.3% of that total spent in advertising we moved the mountains of merchandise that America's factories and America's high-priced workers produced.

For the first time since the depression years of 1930 total advertising failed to show an increase over the preceding year, but the drop in total was not significant, amounting only to about 1%. Broadcast advertising, on the other hand, increased its share of the total, and its grand total, by over $50 million.

The Major Role • I mention these figures for one reason only. I hope they will help us to forget our own little problems, for the time being at least, and remind us of the part we play in a great American business.

Henry Schachte, of Lever Bros., has a good description of advertising's problem. He says, "Advertising is expected to move millions of people and moutains of merchandise." Our machinery for production of merchandise has become so gigantic that advertising is being asked to create all the demand that can be generated. There's no question about our ability to produce; the only question is how much can we sell. And how well we advertise is largely the answer to the question of how well we can sell.

Even the most conservative economists forecast a great growth for the American economy in the years ahead —barring some unpredictable holocaust. If our economy is to grow, if our production is to grow, our advertising must grow, too, to help build the great market for the products our factories must build.

America's free enterprise system is built around advertising and the principles for which advertising stands. Let America's factories build what they can and what they will—let them offer their wares through advertising—and let the American people take their choice. There is little place for advertising in a controlled economy. The only controlled economy we have ever known was one brought on by a severe national emergency.

Advertising does more than develop direct sales. It encourages a better way of life. It tells people of new products, and new uses for old products. It adds to America's standard of living.

And broadcasting does all the jobs we have mentioned for advertising and more. In the battle of rates and ratings and personalities and other short-range problems, let's don't forget the long-range picture. The long-range picture is bright. Advertising is certain to grow —as certain to grow as the American economy. Advertising has a great job to do and advertising is too big a business to become involved in unpleasant and distasteful compromises.

William W. Neal b. 1908 Kernersville, N.C. Received A.B. 1928 U. of North Carolina. Phi Beta Kappa. Joined advertising department of Southern Bell Telephone, Atlanta, and later worked with various Atlanta advertising agencies before joining with C. K. Liller and James L. Battle in 1940 to form own agency of which he now is president. Agency merged in 1958 with Lindsey & Co., Richmond, to form Liller, Neal, Battle & Lindsey.

Mutual Understanding • The second point I want to suggest is that the broadcasting industry and the advertising agencies of America strive for a better understanding of each other. I fully recognize that understanding is a two-way street and that agencies must play their part if worthwhile progress is to be made.

In our agency, and I know scores, literally hundreds, of others with the same attitude, we study the criticism of agencies made by media and do our best to see that these things don't happen in our offices. Our media people are instructed to give every media man a fair hearing. Our account men see media people regularly and gladly.

An agency is not a parasite living on the 15% commission which some of you still grant us. An agency doesn't stand between you and the order. We don't make a dime when we don't spend a client's money.

An agency does spend hours, days and often months preparing the material that goes into the time you sell us. Even before an agency gets to the point of writing a word, weeks and months are spent studying the client's products, his markets and his problems.

There should really be no great problem in developing a better media-agency relationship. You must develop an audience for your station if you are to sell time. We must develop an audience for our client if we are to sell merchandise or services or ideas.

Needed: Stable Rates • And now my third point: the need for more stable rate structures. This is a discussion that has no meaning for many of you, but the abuses are sufficiently widespread that I think they need to be brought into the open. In entirely too many cases, published rates have absolutely no significance. They have been replaced by the telephone call or the personal visit or the confidential letter.

Please don't consider that I am suggesting lower rates or higher rates. That has no place in this discussion. I am merely pointing out the great advantages of a stable rate structure to an agency and to the whole advertising industry.

WWTV Alone Sells the Market:

CADILLAC AREA SALES ARE GREATER THAN NEW HAMPSHIRE'S!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Retailers in the Cadillac-Northern Lower Michigan market sell more goods than are sold in all of New Hampshire*!

And no other salesman even *begins* to cover this market for you as well as WWTV, Cadillac! WWTV has NCS No. 3 daily circulation, *both daytime and nighttime*, in 36 Northern Lower Michigan counties. The Cadillac-Traverse City metropolitan area ARB survey (May, 1959) gives WWTV the No. 1 spot in 202 of 250 competitive quarter hours surveyed, Sunday-Saturday.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**New Hampshire's retail sales (1/1/58-1/1/59) were $689.8 million. Sales for the same period in 36 Northern Lower Michigan counties were $809.7 million.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... Sol Taishoff
VICE PRESIDENT ..... Maury Long
VICE PRESIDENT ..... Edwin H. James
SECRETARY ..... H. H. Tash
TREASURER ..... B. T. Taishoff
COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER ..... Sol Taishoff
MANAGING EDITOR ..... Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR .. David Glickman
ASSOCIATE EDITOR ..... Harold Hopkins
ASSISTANT EDITOR: Dawson Nail; STAFF WRITERS: George Darlington, Malcolm Oettinger, Jim Thomas, Leo Janos; EDITORIAL ASSISTANTS: Bob Forbes, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

V.P. & GENERAL MANAGER ..... Maury Long
SALES MANAGER: Winfield Levi (New York)
SOUTHERN SALES MANAGER ..... Ed Sellers
PRODUCTION MANAGER ..... George L. Dant
TRAFFIC MANAGER ..... Harry Stevens
CLASSIFIED ADVERTISING ..... Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael.
COMPTROLLER ..... Irving C. Miller
ASSISTANT AUDITOR ..... Eunice Weston
SECRETARY TO GEN. MGR. ..... Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER ..... John P. Cosgrove
SUBSCRIPTION MANAGER ... Frank N. Gentile
CIRCULATION ASSISTANTS: Charles Browne, Gerry Cleary, David Cusick, Christine Harageones, Marilyn Peizer.

BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

Editorial

SENIOR EDITOR ..... Rufus Crater
BUREAU NEWS MANAGER ... Donald V. West
ASSOCIATE EDITOR ..... David W. Berlyn
N. Y. FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR ..... Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Valli Farhi, Janet Lantz.

Business

SALES MANAGER ..... Winfield R. Levi
SALES SERVICE MGR. ... Eleanor R. Manning
EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANT .... Donna Trolinger

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

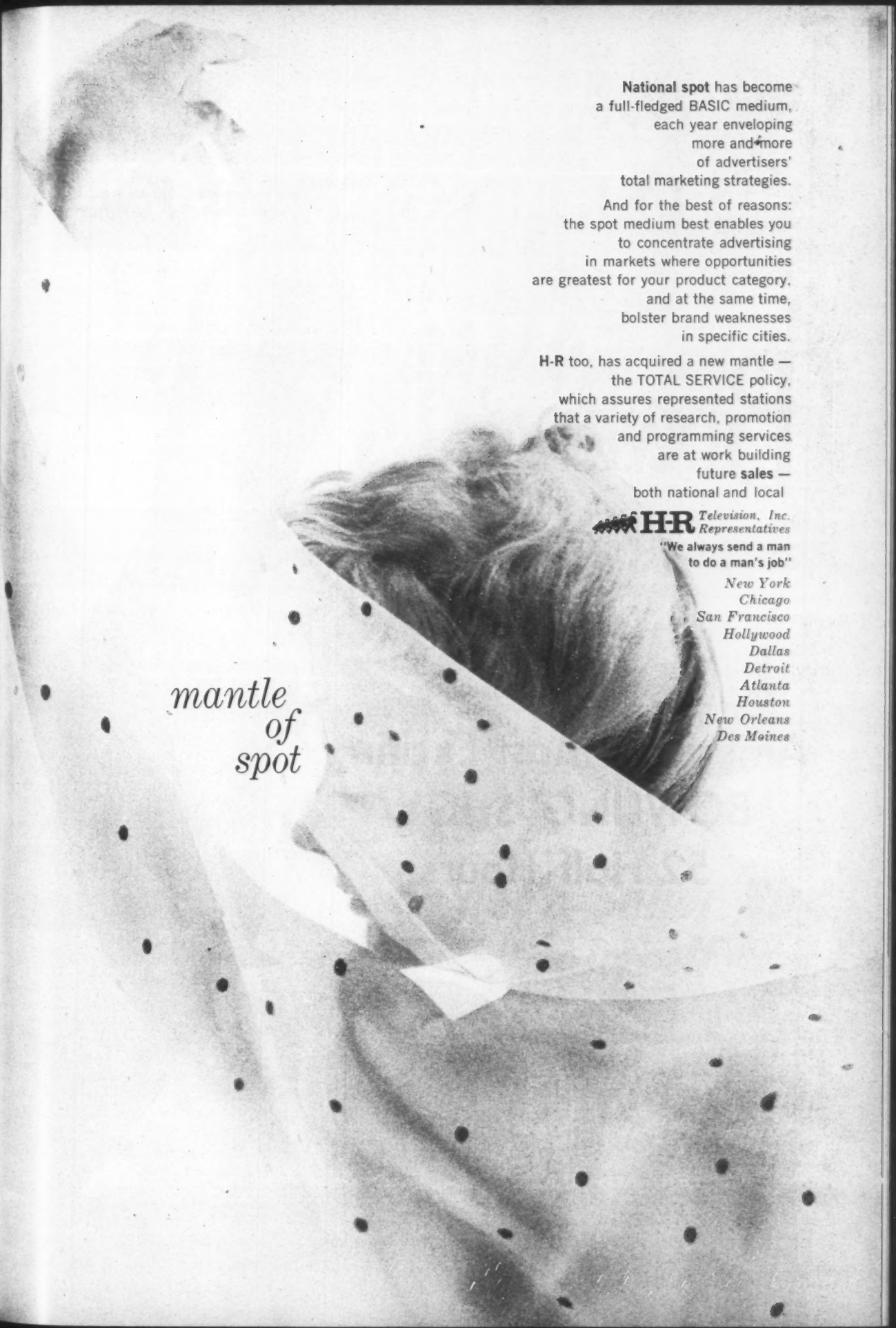
SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ..... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.



National spot has become
a full-fledged BASIC medium,
each year enveloping
more and more
of advertisers'
total marketing strategies.

And for the best of reasons:
the spot medium best enables you
to concentrate advertising
in markets where opportunities
are greatest for your product category,
and at the same time,
bolster brand weaknesses
in specific cities.

H-R too, has acquired a new mantle —
the TOTAL SERVICE policy,
which assures represented stations
that a variety of research, promotion
and programming services
are at work building
future **sales** —
both national and local

H-R *Television, Inc.*
Representatives

**"We always send a man
to do a man's job"**

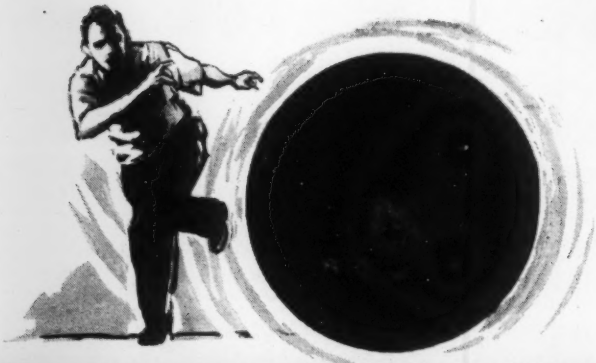
New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines

FOR 1960

STERLING Brings You...

"Bowling Stars"

America's Most Exciting BOWLING SHOW 52 Half-Hours



Features National and "WORLD" Champions

Over $130,000 in prize money

Two on-the-air 300 games

2 Great New Shows

CAPT'N SAILOR BIRD CARTOONS

150 Great fully animated, full color cartoons.

INTRODUCED

by Capt'n Sailor Bird himself

A treasure chest o the newest and fin television cartoons.

SELL the family board of directors...

with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AGENCY PROFIT SLUMP OVER?

Not now, but maybe soon, Gamble says

Continued downhill slide of advertising agencies' average profit margin is emphasized by Frederic R. Gamble, president, American Assn. of Advertising Agencies, in article published Oct. 30 in *Harvard Business Review*. Despite upward trend in national advertising volume, average agency profit in 1958 was 3.23% of gross income compared to 4.11% in 1957—and to 9.03% in 1944 when slide started, he said. But he thought downward movement might be reversed this year and in future, especially if next few years show at least "moderate" gains in national economy.

Television in particular and other new media in general have contributed to agencies' rising costs by bringing "train of new agency problems and specialities," Mr. Gamble said. Growing emphasis on research, marketing and merchandising counsel and other "collateral services" was listed as another major factor.

Mr. Gamble debunked idea that tv is "gravy train" for agencies. He quoted one executive as saying "that if he could convert his television billings to other media, annual earnings for the agency would skyrocket." Another, he said, estimated that tv advertising requires five man-hours of work for each man-hour put into similar budget in other media. Actually, Mr. Gamble continued, "high cost of handling television has followed experiences that agencies have had with other media when they were new."

High-Priced People • Mr. Gamble quoted President Robert E. Lusk of Benton & Bowles as saying ". . . we employ 15 motion picture producer-directors full time. Last year we produced more film footage for television commercials than MGM did in feature movies. In the department that is responsible for the programming (not the commercials) of television programs, we employ 92 people."

Agencies' average profit of 3.23% of gross income in 1958 compared with 6.07% for business service companies generally, Mr. Gamble said. Gross income is commissions plus fees. In terms of billing, agency profits "have averaged little over half of one percent" in recent years. Profit figures are after taxes.

Many agencies, article said, are dependent on substantial annual increases in volume just to maintain reasonable profits, and agency business as whole "can apparently prosper only if the economy continues its dynamic growth." While agencies influence but cannot control economy, Mr. Gamble continued, they are taking affirmative action in areas where they can—notably in working out with clients adequate compensation arrangements for collateral services, and in improving management efficiency. Where AAAA agencies in 1949 employed 18,000 persons and had average of $63,700 in gross business per employe, in 1958 there were 39,000 employes with each representing $82,400 in gross business.

Mr. Gamble had word or so about agency expense accounts. They're "undeniably sizeable," he agreed, but "not exorbitant. They are about on a par with the cost of stationery and similar office supplies, and only an insignificant fraction above the cost of telephone service." He said "payrolls, pension plans and profit-sharing plans regularly account for 70% of all agency costs" and that rent is among most consistently rising expenses.

Success story

Schick Inc., Lancaster, Pa., has run up tv success story for its three-speed electric razor and for spot tv. It'll mean additional $1,750,000 in billing by yearend. Razor was introduced only last spring for which company then ran spot campaign in fewer than 50 markets, now advertiser is in some 100 major markets with greater frequency. Further boosts in spot frequency are coming up in about three weeks. Agency: Benton & Bowles, New York.

NAB REGIONAL IN ATLANTA:

Editorials, tv quiz highlight meeting

Some 190 delegates at Atlanta section of NAB's fall regional series heard speakers Oct. 29-30 describe threats to programming freedom set off by House Legislative Oversight Subcommittee's "muck-raking probe" into tv quiz contest scandals.

Besides congressionally-imposed main theme of fall meeting, they also heard presentations on such subjects as agency-station relationships and rate structure, editorializing and programming.

Following Atlanta meeting, NAB's executives and broadcast specialists take 10-day breather before re-opening show Nov. 10-11 at Texas Hotel, Ft. Worth.

Sessions at Atlanta's Dinkler-Plaza Hotel included talks by NAB President Harold E. Fellows, Tv Information Committee Chairman Clair R. McCollough, Tv Information Office Director Louis Hausman and others. Mr. Fellows also addressed Atlanta Lions Club on threats to broadcast censorship.

William W. Neal, president of Liller, Neal, Battle & Lindsey, Atlanta agency, urged broadcasters at Oct. 30 morning general session to seek better understanding with agencies and to try to keep rates stable (see MONDAY MEMO, page 29.)

Talks on editorializing by three station managers who have been using editorials were featured in radio session afternoon of Oct. 29.

A. Louis Read, WDSU-AM-TV New Orleans, said his company's decision to editorialize on radio-tv controversies was one of most important moves management ever made. Resulting experiences have been "most rewarding" of his 20-odd years in broadcasting, he said. (WDSU-TV won Radio-Tv News Directors Assn.'s top award in tv editorializing this year.)

WDSU, which began editorializing 13 months ago, decided to do so when afternoon *Item* was sold to give rival *Times-Picayune* newspaper monopoly, but Mr. Read thinks stations would be editorializing by now anyway.

Chief pitfall for station editorializing, he said, is inadequate editorial research facilities.

Combine Suggested • Frank Best, WDIX Orangeburg, S.C., proposed that 10 or 12 southern broadcasters with common viewpoints "combine our resources" to hire someone to prepare editorials for airing on all stations.

He said there is a clear-cut mandate for broadcasters—who still are mostly rugged individuals—to use editorializ-

ing to take over guidance of public opinion vacated by newspapers because of their mergers, increased operating costs and invasion of "alien" capital money from East.

Lack of solidified public opinion in South is one reason firms such as Southern Bell Telephone Co., whose "biggest customer" is industry, puts its ad budget in newspapers instead of broadcasting, he said.

He called his plan—which would help solve manpower, time and money problems for broadcasters so he could concentrate on purely editorial issues—"golden opportunity" and said it would also make money for station.

WDUN Operation • John W. Jacobs Jr., manager of WDUN Gainesville, Ga., and publisher of seven-month-old weekly *Tribune* there, said his station has editorialized one year in long-range plan to build community acceptance in radio as opinion-influencer.

Though WDUN is ready to furnish it, no one has ever asked for time to air opposing viewpoint, he said.

"We must govern ourselves or be governed," Gaines Kelley, WFMY-TV Greensboro, N.C., and member of NAB Tv Code Review Board, told Oct. 30 morning tv session. Although individual tv stations were not to blame for "rigged" network shows, "the dirt rubs off," he said.

Urging self-regulation and restraint, Mr. Kelley said: "There's no agate type in tv. The only thing available is the full page, the front page." Public, he said, will forgive mediocrity, put up with imperfections and overlook immaturity, but will not tolerate dishonesty or bad manners.

He noted tv monitoring has been increased by Tv Code Board from 20,000 to 100,000 hours annually and urged stricter adherence to tv code.

Programs That Sell • Ben B. Sanders, KICD Spencer, Iowa, in Friday morning radio session talked on "Programming for Sales," said with right policy programming can be successful. He cited nine program types: (1) music and news (economy type); (2) old-fashioned program segments (used by KICD); (3) high-brow (classical music "broad A" announcer); (4) rock-and-roll ("enough said"); (5) hard sell (high pressure spots usually tied-in with rock-and-roll); (6) dramatizer (screaming sound effects, screaming announcer); (7) record sellers (top five all day); (8) gimmick (phony gimmicks, hidden money hoopla, contests), and (9) possessor (announces WZZZ time, WZZZ temperature, WZZZ area, WZZZ hit parade, etc).

These handicaps must be overcome before radio is put back on "must list" of any advertising campaign, he said.

KICD grossed $234,227 in 1958 and expects same this year with about 94% of sales local, he said.

Agency on tv

In off-beat advertising gambit for advertising agency, E.A. Korchnoy Ltd., New York, has signed to sponsor 11-11:30 p.m. segment of *Open End* on WNTA-TV Newark, N.J. (Sun., 10 a.m.-12 midnight) for three weeks starting Nov. 8. Taped and live commercials will feature testimonials to E.A. Korchnoy by presidents of firms the agency represents. Korchnoy's clients are largely in light and heavy industry and textiles. Sales "pitch" is to reach agency and advertiser officials who are likely viewers of "egghead" fare offered on *Open End*.

Catv, booster plan set for Pastore group

Far-ranging proposal to wrap up community television, boosters and translator fringe area television problems into one package was scheduled to be submitted to Sen. John O. Pastore (D-R.I.) at Denver hearing Friday during "circuit-riding" hearings on boosters and catv problems.

Proposition was to be made by Bill Daniels, past president of National Community Television Assn. and catv operator, in behalf of entire catv industry.

It envisages establishment of *ad hoc* committee under FCC auspices with members representing catv, boosters and translators. Committee would be expected to come up with recommendations to FCC to resolve fringe area television reception problems.

Proposal by community television spokesmen was only new viewpoint expressed in hectic, fast-paced four days of Senatorial hearings sitting successively beginning last Tuesday in Helena, Mont., Idaho Falls, Idaho; Salt Lake City, Utah, and Denver, Colo.

Circuit Riders • Hearings were presided over by Sen. Pastore, assisted by Nicholas Zapple, staff communications expert. In Helena, Margaret C. DeMichele, administrative assistant to Sen. Mike Mansfield (D-Mont.) represented Senator. In Idaho Falls, Sen. Frank Church (D-Idaho) joined Sen. Pastore. In Salt Lake City, Sen Wallace F. Bennett (R-Utah) and Rep. David S. King (D-Utah) sat in on committee hearing. In Denver Sen. John A. Carroll (D-Colo.) was expected to join Sen. Pastore.

From Salt Lake City, Sen. Pastore summed up his observations thus far in hearings:

"This has served dramatically to emphasize the need to preserve booster operations in this area of the country. Many of these small villages are down in a saucer and cannot receive regular television signals. This is their only chance to get a picture."

Sen. Pastore further commented that he thought broadcasters were generally satisfied with boosters, but were unhappy that Senate did not pass legislation which would require catv operators to get premission to use signals they pick up and distribute to their subscribers.

Last July Sen. Postore presided over Senate Commerce subcommittee hearings which recommended legislation to empower FCC to license boosters. This bill passed Senate. No House action has been taken.

FCC last week was studying order taking control of boosters, thus far unlicensed and ostensibly illegal (see page 88).

Sen. Pastore also announced that Sen. Gale W. McGee (D-Wyo.), member of Senate communications committee, would hold hearing in Casper, Wyo., on Dec. 12.

Rhode Island Senator told booster advocates that he did not think "they [FCC] are going to take tv service away from you."

Among broadcasters testifying:

• Lewis W. Moore, KXGN-TV Glendive, Mont.: Opposed boosters, catv and translators.

• C.N. Layne, KID-TV Idaho Falls, Idaho: Favored booster operations; urged that they be required to secure permission from stations they receive.

• Gordon Glasmann, KLIX-TV Twin Falls, Idaho: Stated he can live with all secondary services, boosters, catv, translators.

• Gene Shumate, KRXK Rexburg, Idaho: Urged passage of legislation to permit FCC to regulate catv operations. Also urged booster regulation.

• Tom Bostic, KLEW-TV Lewiston, Idaho: Lashed FCC for permitting translators to operate in Lewiston in competition with his station.

N.Y. quiz grand jury may be reactivated

There is possibility that special grand jury in New York investigating tv quiz shows could be reactivated. This was intimated Oct. 29 by New York District Attorney Frank Hogan, who conducted initial probe before grand jury since discharged but whose presentment led to congressional inquiry. Mr. Hogan said it "has not yet been determined" whether or not his office would ask additional testimony be submitted from principals involved in quiz scandal.

Published reports that Mr. Hogan may consider perjury charges were not confirmed by his associates who said they could not interpret what Mr. Hogan may have in mind. Charles Van Doren and Hank Bloomgarden, big-money winners on *Twenty One*, both volunteered new testimony to district attorney's office Oct. 23. Perjury action could come if there was conflicting testimony under oath.

Attorney told BROADCASTING that recall of grand jury would not be possible until after congressional hearings which resume today (Monday) are ended (see story page 41). New York papers—*Times* and *Herald Tribune*—claimed "reliable source" told them that Messrs. Van Doren and Bloomgarden had "practically the full script" of questions and answers before they went on air. Mr. Hogan neither confirmed nor denied this report.

Equal time demands not seen excessive

Broadcasters need not fear deluge of demands for equal time because candidate has raised some controversial issue. This is opinion of NAB Chief Attorney Douglas Anello, who took direct issue with views of FCC Chairman John C. Doerfer on this point.

Mr. Anello, speaking to Minnesota Broadcasters Assn. in Minneapolis Friday, emphasized that Sec. 315 still referred to candidates only.

"Section 315 never was, and is not now, directed at insuring equality of treatment of political parties on general questions of public interest," Mr. Anello stated.

Mr. Anello stressed that FCC's doctrine of fairness on controversial issues is still existing policy and that broadcasters must meet this policy. But, he added, this does not relate to Sec. 315 broadcasts by candidates.

He called on broadcasters to do their utmost to apply equal time provisions fairly. "Any attempts to be devious can become a *cause celebre*," he said. He warned that congressmen expressed concern that by exempting newscasts broadcasters might attempt to manipulate newscasts to favor particular candidates.

Whether revised Sec. 315 did in fact change anything will depend on Commission decisions, he pointed out. This will come about, he said, because publicity which arose on Lar Daly ruling and remedial legislation might cause every disgruntled candidate to appeal to FCC.

Speaking to Radio-Tv News Directors Assn. in New Orleans last month, Mr. Doerfer expressed fear that new and additional burdens will be placed on broadcaster because privilege of equality of treatment has become widened so that anyone who has opposing views can get into a political hassle over the air (BROADCASTING, Oct. 19).

Metropolitan Corp.'s profit soars 446%

Metropolitan Broadcasting Corp.'s net earnings after taxes for first 39 weeks in 1959 leaped 446% to $1,197,097, John H. Kluge, Metropolitan chairman and president, announced Friday.

Gross income for this period was up 21%, to $11,765,168, he reported.

And, Mr. Kluge also announced final payoff of long-term bank loans, totaling $700,000 at beginning of third 1959 quarter. This completed payment of $3.5 million bank loan.

In same 39-week period in 1958, net earnings were $219,394 and gross income was $9,762,415.

Gross revenues for third quarter 1959 totaled $3,690,272 compared with $2,987,978 same period in 1958.

No federal taxes were paid in 1958 or in first six months of 1959, Mr. Kluge stated, due to tax loss carry forward.

Metropolitan bought WIP-AM-FM Philadelphia two weeks ago for $4.5 million (155,000 shares of Metropolitan stock and assumption of $2 million in obligations). It also bought ch. 19 WTVH (TV) for $600,000. Metropolitan owns WNEW-AM-FM-TV New York, WHK-AM-FM Cleveland and WTTG (TV) Washington, D.C.

Mr. Kluge and his associates took over control of Metropolitan in January of this year by buying Paramount Pictures' 21.75% interest for $4 million.

Tv space power

General Electric Co. is testing new device which may be used to generate power for televising pictures from space satellite back to earth, and to supply other power needs for satellite. According to GE officials, device generates electricity by passing hot gasses through cold magnetic field. Company spokesman said Oct. 29 that new system is one of several under study by scientists at GE's Aerosciences Labs. in Philadelphia.

Purdue files etv 'stratovision' bid

Application filed with FCC Friday (Oct. 30) by Purdue U., Lafayette, Ind., seeking authority to construct and operate experimental "stratovision" educational uhf tv stations during school year 1960-61 (AT DEADLINE, Oct. 19).

School plans to use two DC-7's, each equipped with four 12 kw transmitters, to beam signals into schools and colleges over radius of 200 miles. Two separate programs would be beamed simultaneously on regular 6 mc-width uhf chs. 72 and 78. At same time, experiments would be conducted utilizing band width of 3 mc on chs. 75 and 76, for total of four transmissions.

Project, estimated to cost $3.19 million to construct, is to be supported through grants from Ford Foundation and other organizations to sponsoring Purdue Research Foundation. First year operating costs were estimated at $3.8 million with needed monies already assured, application said.

Only one airplane would be in air at time with second on standby basis. Programs would be transmitted from Purdue campus 86 miles to DC-7 circling over Montpelier, Ind., at 23,000 ft. They then would be sent back to ground and into uhf receivers in classrooms in Indiana, Illinois, Kentucky, Michigan, Ohio and Wisconsin. Courses would be offered six hours daily, four days a week for nine months ending June 1961.

Voluntary • Participation by schools and universities would be on voluntary basis, with courses offered to be selected by Midwest Council on Airborne Tv. Purdue would maintain stations and have complete control, with programs taped or filmed in advance.

Experimental 3 mc transmissions will duplicate programming of regular channels with classrooms in 10 selected schools equipped with special receivers

as well as regular uhf sets to make comparisons. CBS Labs will design and construct special narrow band transmitters and receivers. Westinghouse Electric Co. will provide regular band transmitters.

Application stated former Air Force Gen. Milton Arnold estimated planes could operate with 98% reliability. Construction costs would go toward transmitters, $1.67 million; narrow band equipment, $570,000; antennas, $400,000; studio equipment, $300,000; test and control equipment, $200,000, and frequency modulation equipment, $50,000.

Entire program is under supervision of John T. Ivey Jr., vice president of Purdue Research Foundation.

KATZ sale is filed; others are approved

Station sale announced Oct. 29, subject to FCC approval:

• KATZ St. Louis, Mo.: Sold by Rollins Broadcasting Co. to Laclede Radio Inc. for over $600,000. Laclede Radio is controlled by Ralph N. Weil, former general manager-minority owner of WOV New York. Mr. Weil announced this was first step in acquisition of group of stations. Negro-programmed KATZ, 5 kw on 1600 kc, will continue to be represented by Continental Broadcasting, subsidiary of Rollins Broadcasting Co., and by Speciality Markets. Rollins bought St. Louis station two years ago from St. Louis Broadcasting Co. for $110,000. It was then 1 kw outlet.

Following station transfers were approved by FCC Oct. 29:

• KMSP-TV Minneapolis, Minn.: Sold by National Telefilm Assoc. to 20th Century-Fox Television Inc. for $3.5 million. National Telefilm is subsidiary of National Theatres Inc. which owns WNTA-AM-FM-TV Newark, N.J., and WDAF-AM-TV Kansas City. This is 20th Century-Fox's first tv station ownership.

• KROD-AM-TV El Paso, Tex.: Sold by *El Paso Times* to Southwest States Inc. for $3.45 million. Southwest States, licensee of KVII (TV) Amarillo, Tex. is owned by Jack Vaughn and Cecil L. Trigg who also control KOSA (TV) Odessa, Tex. Comr. Bartley dissented on ground hearing should be held to determine question of overlap.

• WBIR-AM-FM-TV Knoxville, Tenn.: 70% interest sold by Gilmore Nunn, Robert L. Ashe and wife and John P. Hart to Taft Broadcasting Co., now 30% owner, for $2.1 million. Taft Broadcasting owns radio and tv stations in Cincinnati, Columbus, both Ohio; Birmingham, Ala., and tv in Lexington, Ky.

KOVR (TV) sale off

Negotiations for sale of ch. 13 KOVR (TV) Stockton, Calif., by Gannett Newspapers to 20th Century-Fox (CLOSED CIRCUIT, Oct. 5) have been terminated, it was learned. Negotiators could not come to terms. New party interested in property: Metropolitan Broadcasting Co., which only two weeks ago bought WIP Philadelphia and uhf outlet WTVH (TV) Peoria, Ill. (BROADCASTING, Oct. 26).

• Business briefly

Soup splash • Thomas J. Lipton, N.Y., for its hot soups, kicks off new spot tv campaign this month in undetermined number of markets. Young & Rubicam, N.Y., is agency.

Curtis names two • Helene Curtis Industries, Chicago, (Suave hair dressing and conditioner, Suave for men and Shampoo Plus Egg) has named Campbell-Mithun, Chicago. Firm also named Altman-Stoller Adv. Inc., N.Y., for all its Lentheric products. Billings for Lentheric are estimated at $500,000; Campbell-Mithun's larger share amounts to $2 million.

General Mills shuffle • General Mills Inc., Minneapolis, has reassigned company's products among following agencies: Betty Crocker Pancake Mix, now at Dancer-Fitzgerald-Sample, N.Y., and Betty Crocker Muffin Mixes, now at Tatham-Laird, Chicago, to BBDO, N.Y., and Red Band Flour and other regional flour brands, now at Knox-Reeves, Minneapolis, to Dancer-Fitzgerald-Sample, N.Y.

Return trip • Oldsmobile Div. of General Motors Corp., Detroit, will sponsor for second year finals of 19th annual Bing Crosby Golf Tournament on ABC-TV Jan. 24, 1960 (Sun. 5:30-7 p.m. EST). Agency: D. P. Brother & Co., Detroit.

WEEK'S HEADLINERS

MR. LEMON

MR. DECKER

MR. DIEFENDERFER

MR. WALWORTH

ROBERT LEMON, general executive with WNBQ (TV) Chicago, promoted to station manager; WILLIAM B. DECKER, director of sales for NBC-owned companion, WMAQ, that city, named manager of that station. They will report to Lloyd E. Yoder, NBC vp and general manager of both operations. GEORGE W. DIEFENDERFER, formerly with NBC Radio Network Sales, appointed national and local sales manager of WNBQ. THEODORE H. WALWORTH, director of sales for WRCV-TV Philadelphia, promoted to manager of that station, reporting to Raymond W. Welpott, NBC vp and general manager of WRCV-AM-TV. NBC adopted this policy of separate management at its New York stations (WRCA-AM-FM-TV) last March and is extending it to Chicago and Philadelphia. According to P.A. Sugg, executive vp in charge of NBC-owned stations and NBC spot sales, policy has proved "eminently satisfactory."

MR. WEBBER

GORDON WEBBER, vp-copy group head, appointed to new post of director of broadcast commercial production at Benton & Bowles, N.Y. Ray Lind continues as agency's vp and manager of broadcast production. Mr. Webber will have over-all responsibility for production, while Mr. Lind will continue on production administration as well as special assignment. Mr. Webber came to B&B in 1948 as tv copy supervisor and was elected vp in 1956. He had joined NBC in 1938 and served in press department, as script writer and editor, later as director of script department and finally writer and editor of NBC-TV's newsreel. He has written novels, short stories and tv dramas. For five years (1951-1956) Mr. Webber wrote both commercials and scripts of tv's *I Remember Mama* series.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

HELPING to guard west-coast leadership

DAVID LUNDY, *manager of our Los Angeles office, one of ten offices providing fast, efficient service to Advertising throughout the U. S.—service that helps advertising dollars deliver extra value.*

In the fields of food, or fashion, or health and beauty—many west coast firms have won national leadership.

To retain and solidify their leadership they invest heavily—and wisely—in spot television. And in 25 major markets, the stations giving consistent returns on that investment are represented by Blair-TV.

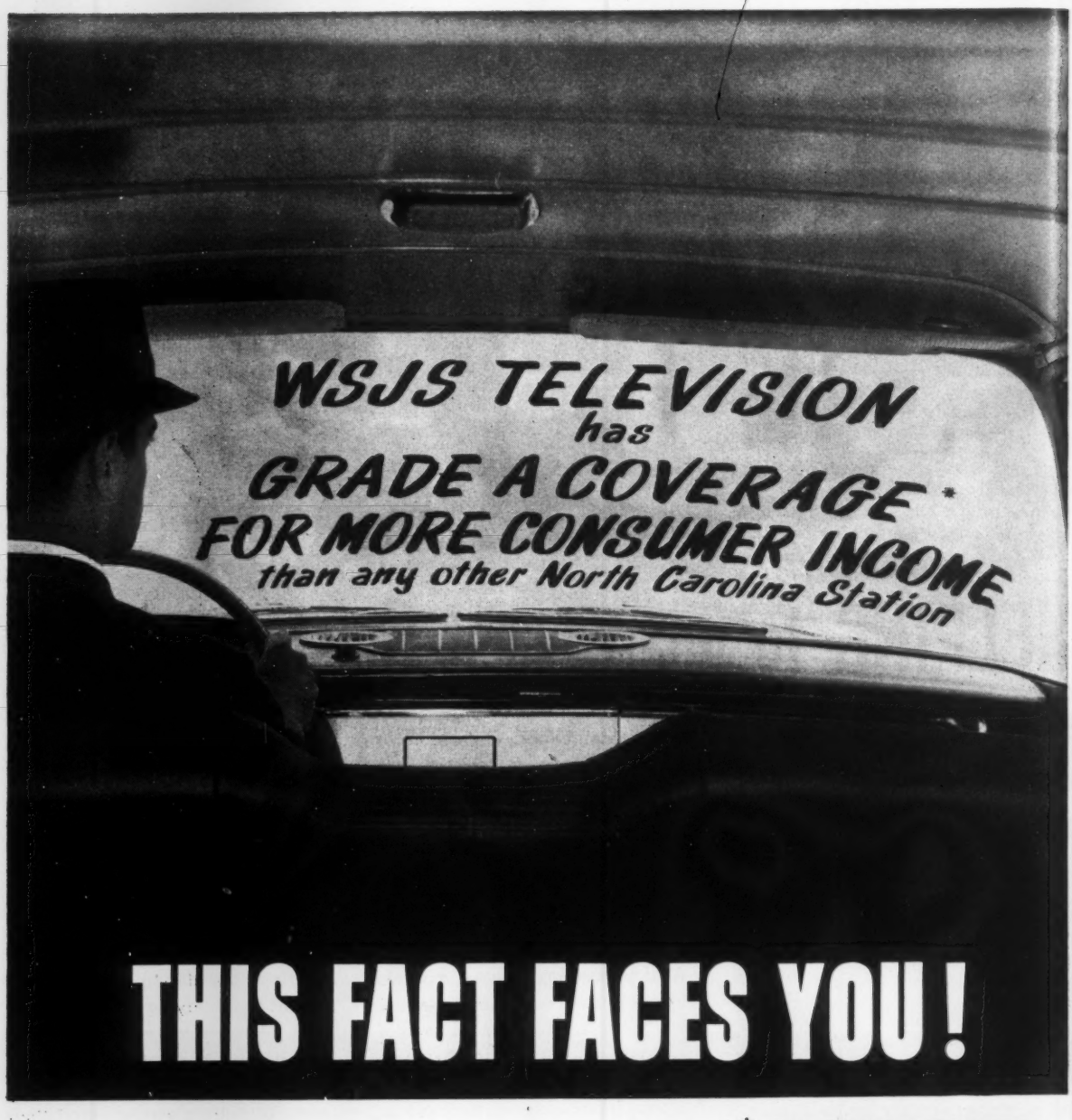
At a phone-ring's notice, how do agencies in the Los Angeles area get down-to-the-minute data on each of these stations—data so vital to advertising decisions? Through our Los Angeles office, one of ten offices, coast-to-coast, that make spot television easier to buy.

Blair-TV operates on this basic principle: that alert, informed representation is a service vital not only to stations but also to all Advertising and to the businesses dependent on it for volume and profit. From the first our list has been made up of stations and markets we felt in position to serve most effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its buying power.

In its area each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha-Council Bluffs
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg



PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

*

WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 2, 1959
Vol. 57 No. 18

A special survey of public opinion, nationwide, shows there's . . .

HARDLY A SCRATCH IN TV'S IMAGE

Vast majority of people are aware of tv quiz scandal
But most say it hasn't affected their enjoyment of tv
And so far Van Doren is an only slightly tarnished hero

The waves of publicity generated by the television quiz investigation have had little effect on the public's enjoyment and opinion of tv.

This is the most startling result to emerge from a national survey conducted last week for BROADCASTING by the professional research firm of Sindlinger & Co. The survey covered 2,289 households in 187 U.S. markets, with telephone interviews conducted by 361 members of the Sindlinger field staff. It achieved a completion ratio of 91.6%.

Here are some of the key facts turned up in the survey:

• Almost everybody (84.4% of all people 12 years old and older) has heard or read about the tv quiz investigation.

• But only a few (10.2%) of those who know about the investigation say it has affected their enjoyment of television and only a slightly larger number (18.9%) say it has affected their attitude toward television.

• Almost everybody (96.8%) of those aware of the general investigation has heard about Charles Van Doren.

• But only 14.7% of those who know who he is think he is unqualified to teach at Columbia.

• The public has not given up on quiz shows as entertainment; more than half (57.4%) want to see them back on the air.

(Complete national results of the Sindlinger study appear on page 43.)

Also last week, BROADCASTING correspondents went on the street in many scattered U.S. markets to run non-scientific interviews among citizens here and there. Results of the scientific and the non-scientific samplings ran in close correlation.

The Sindlinger study also investigated a side issue to the quiz investigation which has caused intramural conflict within the tv industry itself: Whether or not certain accepted tv practices are potentially deceitful. This is the *cause celebre* which sprang from Dr. Frank Stanton's ruling that such things as canned laughter and applause would be dropped from CBS-TV, and that *Person to Person* would tell its audience that the show was rehearsed and not spontaneous.

The survey results in that area:

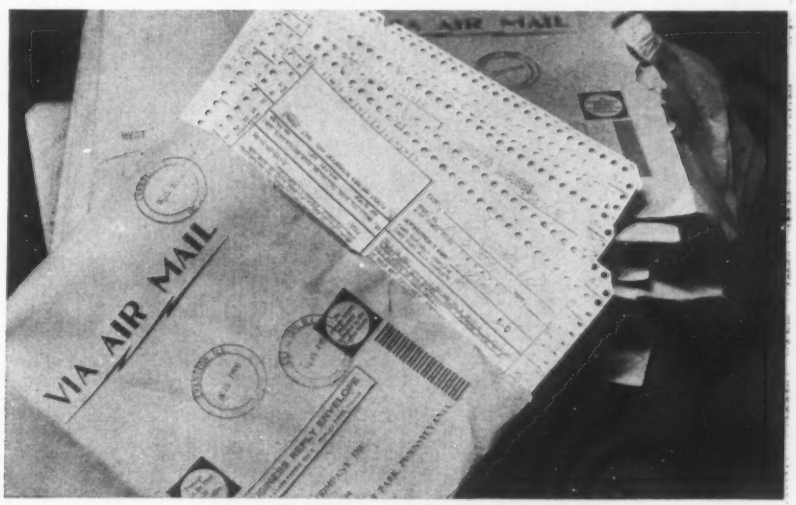
• 55.9% do not think canned laughter is deceitful, while 26.7% think it is and 17.4% have no opinion on the matter.

• 78.4% say the fact that *Person to Person* is rehearsed has no effect on their enjoyment of the show, 11.5% say it does have an effect, while 10.1% hold no opinion.

The Quiz Quiz • Respondents also were asked what they thought of the quiz investigations in general. In this area the results were not so clear cut: 42.8% say they favored the investigations, 30.6% say they are against them, 9.2% give ambivalent or evasive answers and 17.4% have no opinion. (The "ambivalent or evasive" category, for the most part, is the result of sympathetic feelings toward Mr. Van Doren.)

That segment of the public which favors the investigations does so for two general reasons. They feel the probes will result in better tv industry practices, or they feel the investigations are necessary to clear those programs and people who may be innocent. Those on the other side of the fence also fall into two general categories. They feel it's "much ado about nothing" and a waste of both taxpayers' money and Congressional time and energy, or they can't see that any damage has been done —"after all, it's only entertainment." The two words which crop up most often among those opposed to the in-

TEXT CONTINUED PAGE 44



For full results of massive research job involving 2,098 interviews, see page 43

BANG! goes an American Dream
Doren Called in '21' TV Quiz
The News
VAN D. ADMITS HE GAVE WRONG REPLY, DIST. ATTY. REPORTS
LIFE
THE BIRTH OF HAWAII
BY JAMES A. MICHENER
Newsweek
U.S. News & World Report
BUSINESS TO BOOM NOW?
IS TV IN TROUBLE?

Television reaps a wild wind • Never before in television's history has a news story produced such extensive journalistic examination as the coverage of the quiz scandal. The only question remaining: Is there a newspaper, magazine or column which has *not* reported the story?

Originally, of course, the tv quiz story was one of good news; it was an exciting narration of fabulous winners and fascinating contestants, told in splashy headlines, candid pictures and personality features. That was 1956-58.

The second round of big headlines began last fall in New York when unhappy contestants began to tell their tales of quiz show fakery to the District Attorney and the press. Networks, producers, agencies and advertisers announced emphatic denials of the charges and program officials took to the air to assure quiz show viewers that the stories were "wholly untrue." Then, quiz shows silently dropped out of the schedules.

It was a wild wind that blew onto the front pages all through the U.S. It was fanned anew when a grand jury was called in New York.

For some weeks this year, the story was quiet. Many in tv hopefully whistled through its graveyard. But it wasn't dead. This fall the House Oversight Subcommittee began its own investigation. Today (Monday), still another witness: Charles Van Doren. A world is waiting. Did he or didn't he?

THE PUBLIC: CALM IN EYE OF THE STORM

Listed below are results of the Sindlinger survey on public attitudes toward the tv quiz investigations. These results have been projected to the entire U.S. population of 127,745,000 people who are 12 years old or older and not in institutions. In minor respects the wording and order of questions and answers have been changed from those in the survey questionnaire—for purposes of clarity in this presentation. None of the meanings has been changed.

Most know about quiz scandal

Have you heard or read anything about the television quiz show investigations?

	Number	Percent
Yes	107,807,000	84.4%
No	19,938,000	15.6%

(NOTE: Those answering no to question above were not asked the rest of the questions. Hence the base for computing percentages in tabulations below is 107,807,000.)

And they've talked about it

When was the last time, if ever, that you had any conversation or discussions with anyone about the quiz show investigations?

Never	31,801,000	29.5%
Over week ago	16,110,000	14.9%
In past week	59,919,000	55.6%

Most people saw the quiz shows

Did you watch any of the quiz shows when they were at the height of their popularity last year?

Yes	96,119,000	89.2%
No	11,688,000	10.8%

And liked them at the time

(For those answering "yes" to above.) Did you enjoy watching the quiz shows when they were popular?

Yes	82,528,000	85.9%
No	12,261,000	12.8%
Don't know	1,363,000	1.4%

And many people hated to see them go

(For those answering "yes" to above.) Do you think taking the quiz shows off the air was a good idea or a bad idea?

Good idea	32,359,000	39.2%
Bad idea	34,850,000	42.2%
Conditional*	15,314,000	18.6%

* Most responses in this category depend on how "bad" shows really were.

And they'd like to have them back

Even though contestants on quiz shows are helped, have you found the quiz programs educational and entertaining enough to want to see them on television again?

Yes	61,913,000	57.4%
No	36,623,000	34.0%
No opinion	9,259,000	8.6%

Opinion is mixed on investigation

What is your opinion of the current quiz show investigation?

Favor it	46,170,000	42.8%
Don't favor it	32,962,000	30.6%
No opinion	18,790,000	17.4%
Ambivalent, evasive	9,885,000	9.2%

But probe hasn't hurt tv enjoyment

As far as you, yourself, are concerned, have the investigations changed your enjoyment of television in any way?

No	92,839,000	86.1%
Yes	10,976,000	10.2%
No opinion	3,980,000	3.7%

And hasn't changed opinion of tv

Would you say that the quiz show investigations have changed your attitude or opinion of the television industry in any way?

No	82,947,000	76.9%
Yes	20,352,000	18.9%
No opinion	4,515,000	4.2%

They know Van Doren, and bear no grudge

Have you ever heard of the name of Charles Van Doren?

Yes	104,374,000	96.8%
No	3,433,000	3.2%

(Asked of those who had heard of Mr. Van Doren.) How do you feel about Van Doren's job at Columbia U? Do you think he should be permitted to keep his job there, be fired, or just what?

Keep job	61,899,000	59.3%
Be fired	15,305,000	14.7%
Conditional*	9,832,000	9.4%
No opinion	17,359,000	16.6%

*Most responses in this category based on still open question of Mr. Van Doren's guilt.

Minor vices: The people don't care

Some people say that it is deceitful to use canned or recorded laughter on certain television programs. Do you consider this as deceitful or does it add to your enjoyment of a comedy program?

It's deceitful	28,837,000	26.7%
Not deceitful	60,225,000	55.9%
No opinion	18,746,000	17.4%

It has been reported that for the television program *Person to Person* guests are rehearsed before the program is telecast. Does this affect your enjoyment of the program in any way?

No	84,570,000	78.4%
Yes	12,384,000	11.5%
No opinion	10,844,000	10.1%

What public thinks of quiz issue CONTINUED

vestigations are "silly" and "ridiculous."

The Sindlinger Study • Idea for the survey came out of a conference of BROADCASTING editors on Friday, Oct. 23. The discussion kept coming back to the same point: What did the quiz scandal mean in terms of what the medium's most important asset—its audience—thought about it? Each editor had an opinion, but it was only *his* opinion. They agreed only on one point: the public's attitude (1) was the important key to the whole situation, and (2) nobody knew what the public's attitude was.

A call was put through to Albert Sindlinger at Sindlinger & Co. in suburban Philadelphia. His firm, among its many services, publishes the weekly "Activity" report which shows what America is doing, what they're talking about and how they feel about a number of issues. An excerpted section from the activity report reporting on media use (television, radio, newspapers, magazines, books and motion pictures) was carried exclusively in BROADCASTING until earlier this year. The editors knew Sindlinger could do the job, but they didn't know if he could bring it in fast enough for publication when they thought it most important—i.e, today.

Sindlinger thought he could, by throwing most of his staff into a crash program for several days early last week.

Into High Gear • Working with the two basic questions BROADCASTING wanted answered, Sindlinger analysts immediately started drafting the questionnaire which would deliver them. By mid-afternoon that day it was put out for pre-testing to determine workability and efficiency of the questions. Several hours later it was revised to its final form (see page 43) and put on the company's presses.

While the analysts were preparing the questionnaire, another Sindlinger division was drawing up the nationwide random sample that would be tested. Mr. Sindlinger and BROADCASTING had agreed it would take about 2,000 interviews to present an accurate picture of U.S. opinion in this area: the final figure was 2,289. Broken down by sections of the country, 812 of the interviews were in the East, 672 in the Midwest, 411 in the South and 394 in the West. The full staff of 361 interviewers in 287 U.S. counties was utilized.

For the most part, interviews were conducted on Sunday and Monday last week. The returns started dribbling in Monday, the flow increased considerably Tuesday and by Wednesday was at full flood. Tabulating started Tuesday night, continued through Wednesday and Wednesday night. The final tabulation was completed Thursday.

Are You Right? • The control element in the Sindlinger study was age by sex of respondents. If the age by sex ratio of respondents to the questionnaires was found to match (within a few percentage points) the age by sex of the country as a whole, then it would be established that the sample was adequate for the job it was designed to do. Result: the age and sex ratio of respondents ranged from a maximum variation of 2.9% for the 12-17 age group to minimum variations of 0.1% for the 18-24 and 55-64 age groups. This control check, coupled with the 91.6% completion ratio of the survey itself, assured both BROADCASTING editors and Sindlinger that the study was solid.

The Sample • Interviewing for the Sindlinger study was conducted within the research firm's basic sample, a national probability sample of individuals within telephone subscriber households. (Telephone households are now 80-85% of all households nationally.) The company uses what it terms a "multi-stage sampling plan," starting with a selection of geographical areas representing the entire country. The 287 counties involved in the sample (actually 285 counties and 2 independent cities) group into 187 metropolitan markets and representative rural communities (see map below). Of these 187 places, 80 are in metropolitan A, B, C and D markets, 31 are in non-metropolitan but urban D & E markets and 77 are in rural county markets. This breakdown is based on J. Walter Thompson population and distribution definitions. At the time of this study 61.9% of the total population resided within these 287 counties.

Respondents within the survey areas are selected at Sindlinger headquarters in Ridley Park, Pa. Interviewers are assigned a telephone number with each questionnaire; they are never allowed to choose their own samples, nor do they know the identity of the person called or the client for whom the study is being conducted.

Mr. Sindlinger emphasizes this about his interviewers: they are reporters, not research specialists or psychologists. Complete, detailed instructions accompany each survey project, and the interviewer is instructed to report only what the respondents say, and is never given an opportunity to interpret the responses. (Thus the many "open end" questions in the BROADCASTING-Sindlinger study—that is, questions which require verbatim answers rather than allowing the interviewer to fit responses into pre-determined categories of answers.)

Responses are coded, but only *after* the survey is completed. Then Sindlinger analysts assign code numbers to the questionnaire after they have determined how many categories of answers have developed. The code numbers are transferred to each questionnaire, by hand, by a person in the tabulating division, and then the actual counting process begins.

This system defies electronic tabulation. Mr. Sindlinger has called in all

Where Sindlinger sampled • The dark shapes in this map are in the 287 counties which comprise Sindlinger's sample area. They group into 187 metropolitan markets and representative rural countries, selected on a probability basis. The sample includes 80 metropolitan markets, 31 non-metropolitan but urban and 76 rural county markets. For purposes of the BROADCASTING study 361 Sindlinger interviewers contacted a sample of 2,289 homes, with a nationwide completion ratio of 91.6%.

PEOPLE work – play – *LIVE* by RADIO!

WHO Radio Reaches From 18% to 35% of the Total Radio Audience in 93 "Iowa Plus" Counties, Sign-On to Sign-Off!

PULLIN' or pitchin', farmers are businessmen who rely heavily on radio to keep them informed on up-to-the-minute weather and market conditions. They and their families get even *more* from radio than *you* do.

But it's important to remember that there are even vaster differences in farm-audience preferences than in city audiences. It takes a *believable* station—free of pitchmen and gimmicks—to make your message stick.

WHO Radio is believable. It is also *aggressive, alert, alive*—the great favorite of listeners throughout "Iowa Plus," America's 14th largest radio market.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed—the balance being divided among 88 other stations!

WHO Radio will sell your customers more often, more economically, more completely. Ask PGW for the details on WHO Radio for "Iowa Plus"!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

INCLUDES
MORE PEOPLE
THAN LIVE IN
CLEVELAND
ST. LOUIS
or
BALTIMORE
•
POPULATION
1,897,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau) ... Delivers MORE Audience than any other Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island
Represented by Gill-Perna

What public thinks of tv quiz issue CONTINUED

the major business machine companies for consultation on electronic systems, and they've all declared it impossible—that is, to achieve the speed required in the Sindlinger technique. It would take weeks to determine by machine the results hand tabulation achieves in hours.

After that step, however, automatic calculators are brought into play. Counting machines render totals in each category after the cards have been hand-graded and sorted. Then calculators (IBM 632 Electronic Typing Calculator) apply known data to the sample data to reach, automatically and error-free, the figures which go into a final Sindlinger report.

What Sindlinger Does • The basic idea of the Sindlinger service is to "use today to measure what people did yesterday and what they probably will do tomorrow." Interviewing is conducted every day of the week, currently at a rate of not less than 1,500 interviews a day, more than 10,800 a week, over 500,000 a year. It goes into three primary areas: media exposure, purchases or consumption (cigarettes, automobiles, clothing, soaps and detergents, food products, etc.) and possessions and buying expectations (houses, automobiles, major appliances, etc.). In addition the company runs special reports on the media, attitudes on the economy, the stock market and similar areas.

One of Sindlinger's major projects is a continuing study of consumer buying plans and public attitude toward the nation's economy conducted for the National Industrial Conference Board and sponsored by *Newsweek* magazine. Results of the weekly reports go to the NICB, which in turn reports them to its members. *Newsweek* has first call on material developed in the studies and runs periodic articles based on them.

Sindlinger clients include: agencies—BBDO, Campbell-Ewald, Dancer-Fitzgerald-Sample, D'Arcy, Lennen & Newell, N.W. Ayer, Al Paul Lefton and Geyer, Morey, Madden & Ballard; magazines—*Esquire, Good Housekeeping, McCall's, Newsweek, Popular Science* and *Tv Guide;* newspapers—*Boston Globe, Chicago Daily News, New York Mirror, Philadelphia Inquirer* and *Pittsburgh Post Gazette;* advertisers—duPont, Ford, General Electric and Scott Paper. NBC also is a Sindlinger client.

* * *

In addition to the Sindlinger survey, BROADCASTING reporters in cities scattered across the U.S. questioned people of all backgrounds about their reaction to the tv quiz scandal. Here's a summary of what they were told:

In Atlanta • The interviewer found many whose attitude appeared to be that the excitement over the quiz scandals was "much ado about nothing." The general attitude was one of mild concern, although some figuratively were ready to burn down the halls of the networks. Some of the quotes:

Salesman: "Well, that's show business."

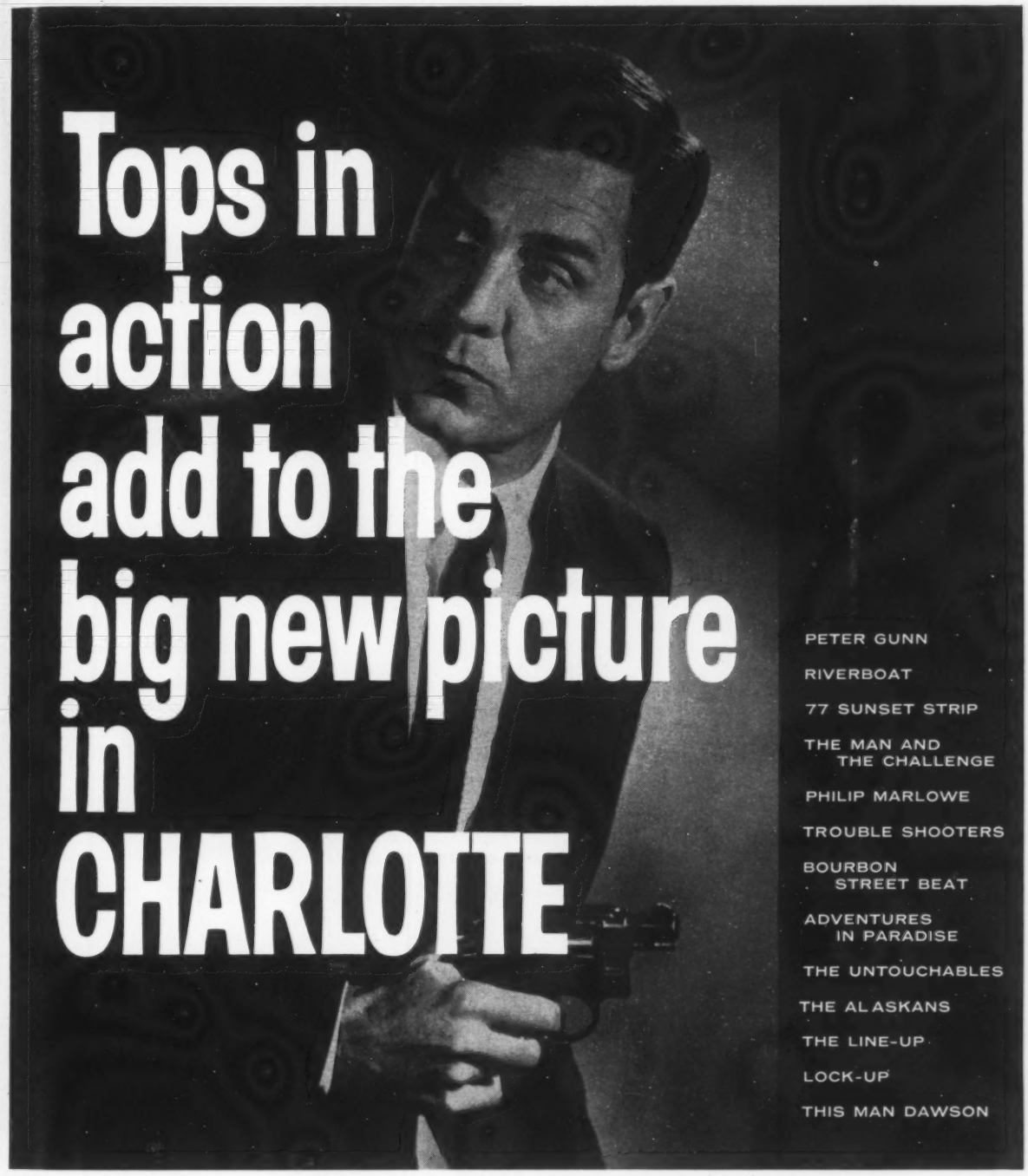
Engineer: "They gave the public what it wanted. So?"

Ticket agent: "I object to their winning all that money. They were acting, so pay them the regular talent fee."

Barber: "I knew they were rigged. Those questions were too tough."

Housewife: "I hope this won't ruin

Survey sorting begins • This is a view of the tabulating division at Sindlinger headquarters in suburban Philadelphia. Here the incoming questionnaires are coded and sorted prior to sending figures to the electronic calculators. In this and other sections of the Ridley Park plant, Sindlinger employs a staff of 105; his permanent staff of interviewers in the field totals 361, all of them utilized in the tv quiz survey for BROADCASTING.



Adventure shows, mysteries—you name the big ones, WSOC-TV carries them in Charlotte. By being able to pick the best of both NBC and ABC, WSOC-TV comes up with program strength unmatched anywhere in the Carolinas. It is changing the viewing habits of America's 25th largest television market—fast! Buy WSOC-TV now ...one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

WITH THE

Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION

●

A Great Advertising Agency
(BATTEN, BARTON, DURSTINE & OSBORN, INC.)
Buys A Great Advertising Medium

(INTERMOUNTAIN NETWORK)

To Sell A Great Product
CHEVRON-STANDARD GASOLINE & OILS
for
STANDARD OIL COMPANY OF CALIFORNIA

YOU too will get the GREATEST SALES results when you use —

Intermountain Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery Knodel Man

What public thinks of tv quiz issue CONTINUED

Mr. Van Doren. Such a nice person."

Lawyer: "Entertainment's entertainment."

Secretary: "Who takes television seriously?"

Taxi driver: "What the hell, it was free entertainment."

Housewife: "Any of us would have done the same thing."

In Dickinson, N.D. • Apathy appears to best describe public reaction to the tv quiz disclosures. Among the responses the BROADCASTING interviewer got were these:

Housewife: "The shows shouldn't be rigged, but let's have them back on, fixed or not."

Housewife: "I want *Name That Tune* back."

Barber's customer: "It's a shame some of the programs were rigged. They should be cleaned up within the industry and come back with the programs."

Businessman: "A small issue made much bigger than necessary."

Businessman: "I watch them strictly for entertainment. They don't disturb me a bit one way or another."

College professor: "All too often their delayed and thoughtful answering of questions seemed phoney on a number of the big money shows. The rigging should be exposed for what it is. Tv has an obligation to reflect the truth. The programs were very persuasive in establishing and planting of an image in the mass audience of an intellect, and now because of deception they will probably arouse some disillusionment. On the other hand, the public many times enjoys being duped. They enjoy it even though they know it's phony."

Man-on-the-street: "The only regret I have was that I didn't have a chance to get on one of the shows before they were discovered rigged."

In Houston • A woman secretary commented, "I see no reason to let the rigging affect my enjoyment of television. Perhaps a code of morals was violated, but rigged or otherwise, the quiz shows gave me good entertainment."

Secretary: "Why not assign tutors for contestants on future quiz shows or put a 'second' in each corner."

Secretary: "Perhaps more of those who were defeated by the rigged stars should be given another chance. If I had been one of those competing against the stacked deck, I'd be plenty sore. And inclined to do something about it."

Night chief of police: "I think what went on in the quiz shows definitely will make the public lose faith in all give-away shows, now, and in the future. The rigging has destroyed any illusion of reality which might have existed on the quiz shows. As for canned laughter, let it be. I like to watch comedy shows. If they're funny, I laugh."

Police reporter for newspaper: "The rigged quiz shows definitely defrauded the public, but my beef is canned laughter. It's phoney and the intent is the same as those faked quiz shows."

Housewife: "I don't think there was anything wrong with helping contestants. I like quiz programs. I never really thought about whether they were on the level and I doubt that many viewers did not think they were fixed."

Attorney: "The worst part of the rigged quiz shows was the passing off of the contestants as being honest. People watch television to be entertained. They don't mind being fooled unless it's done the wrong way. The quiz shows did it the wrong way. As a result, when there is any doubt whether a program is on the up-and-up, the viewers are going to think the worst. They will remember the rigged quiz shows, at least for a while."

Insurance salesman: "I don't blame television. I blame the people who run the program, whomever they may be. They figure they have a show that will sell, so they write a script, pick the actors, and full speed ahead."

Secretary: "As far as over-all television programs are concerned, the quiz scandals have not disillusioned me because television is strictly a medium of entertainment. I enjoyed *Twenty One* and watched it as I do *Wagon Train*."

Secretary: "Fifty percent of today's entertainment is faked and it is regrettable that those of Phi Beta Kappa intelligence allowed themselves to be exploited for money, dropping them from a hero's role to that of a villain, but the blame lies with the producers, networks and sponsors, not the contestants."

In Oklahoma City • Belief appeared almost unanimous that the quiz scandals have not changed viewing habits nor affected the enjoyment of other tv fare. Those most shocked or disappointed were older viewers who said it was as if a member of the family had been arrested or jailed. Random quotes:

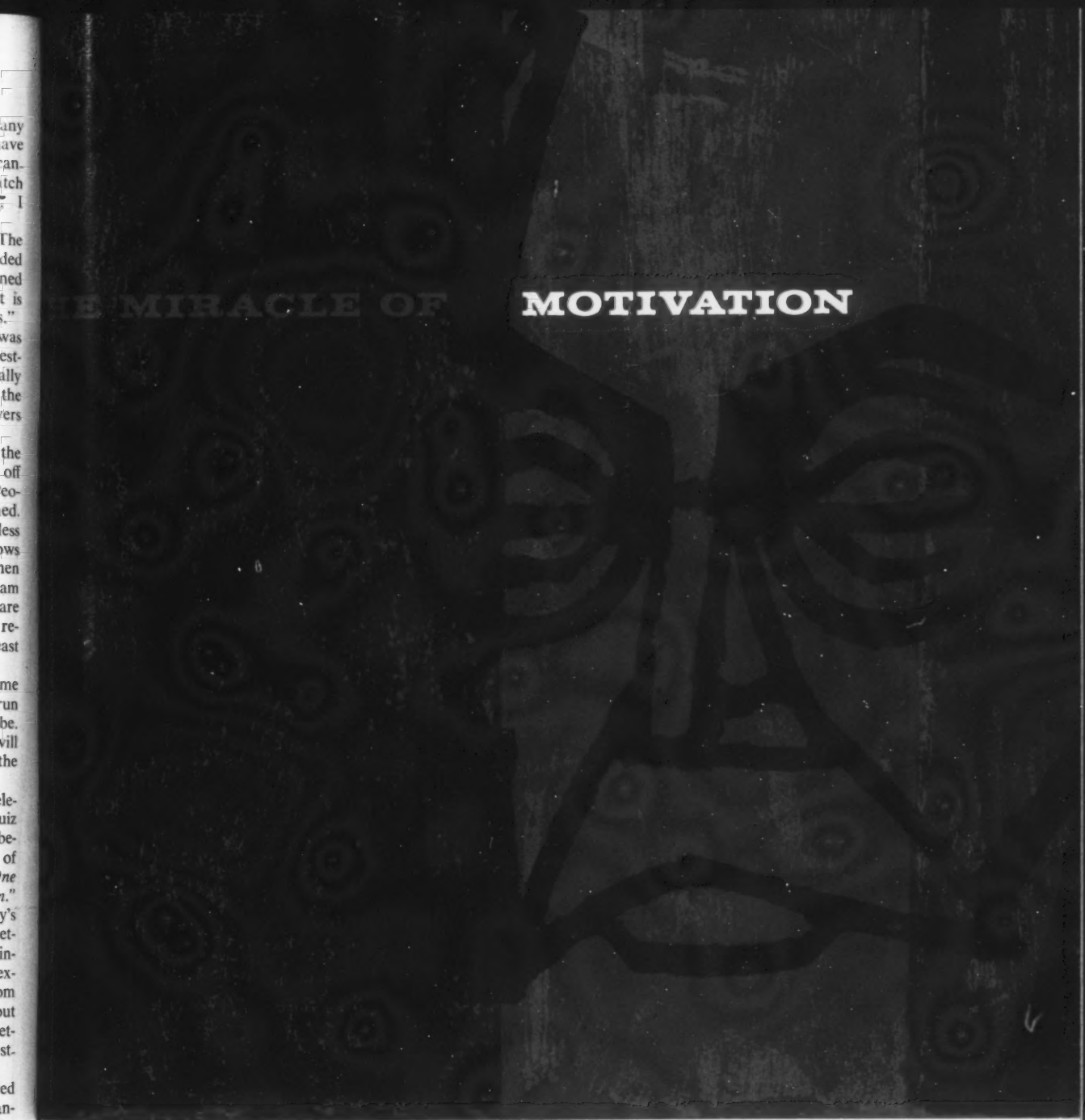
Teenager: "I knew it all the time. Nobody could know that much."

Filling station attendant: "I expect a wrestling match to be faked, but I didn't expect a quiz show to be."

Housewife: "Canned laughter doesn't bother me. When I'm ironing and hear laughs, I look up, get interested."

Man-on-the-street: "Canned laughter's an insult to the intelligence."

Those interviewed appeared general-



SIGMUND FREUD reversed the traditional thought of centuries by emphasizing the subconscious mental functions that motivate people to action. Here was a creative genius. Through his writings, he sold the world an entirely new concept: psychoanalysis. He has been called many things — now a salesman. WRIT has revised the traditional concept of radio programming. Its music, dominant personalities and public services form a powerful voice that sells your products and services on every level of consciousness in the big Milwaukee market. WRIT, above all, is a salesman! No wonder wonderful WRIT is first in Milwaukee. (June-July Nielsen.)

WRIT MILWAUKEE

BERNIE STRACHOTA, General Manager

SOLD NATIONALLY BY ROBERT E. EASTMAN

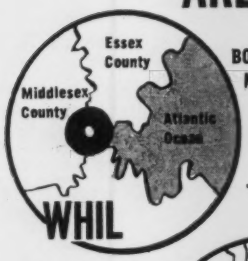
WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS

in tempo with the times

JOHN F. BOX JR., Managing Director

WHERE IN THE U.S. ARE YOU?



BOSTON - MEDFORD, MASSACHUSETTS

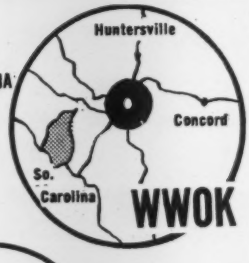
Reaching over 2,500,000 listeners

WARE - WORCESTER - SPRINGFIELD, MASSACHUSETTS

Reaching over 500,000 listeners

PORTLAND, and the STATE OF MAINE

Reaching 950,000 listeners, in association with the Lobster Network



CHARLOTTE, NORTH CAROLINA

Reaching over 480,000 listeners

NEW ORLEANS, LOUISIANA

Reaching over 1,300,000 listeners

From New England to New Orleans,

THE INFLUENCE OF A

TARLOW TOWER

REACHES OVER

5,730,000 PEOPLE

WHIL, WWOK, WJBW, WLOB — National Rep.: Richard O'Connell Co.
WARE — National Rep.: Breen and Ward Co.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

What public thinks of tv quiz issue CONTINUED

ly to feel the big money quiz shows are dead. Would they watch big money quiz shows in the future? Most said "no."

In Seattle-Tacoma • Public reaction to the quiz show scandal is sharply divided between those whose confidence in television has been badly shaken and those who believe television is show business—a vaudeville act or magic show, in which deception is part of the art. Among the comments:

Housewife: "It never occurred to me the shows weren't rigged. What's all the fuss?"

University professor: "I personally was delighted at the disclosures. Quiz shows kept good programs off the air and the scandal about them merely vindicates my judgment about them."

Insurance executive: "The public was duped, without a doubt. The integrity of the entire industry is now open to question."

Waterfront worker: "A quiz show is entertainment, not an art form. That's why they hooked the quiz shows up. Those congressmen are just looking for some free publicity."

In Hollywood • Most, but not all, people interviewed by BROADCASTING expressed more concern that Charles Van Doren's seeming surrender to a cynical acceptance of a crooked situation for cash, would result in "setting education back 20 years." They felt that this side effect was more serious than the temporary black eye television has received.

The reasoning of this group was that people would watch tv as long as the shows were put on free, no matter how bad. But if a man from a good family, brought up without much economic pressure and with a first rate education, forgets moral precepts the minute he has a chance at $100,000, what's happened to American standards. Have we become decadent?

Some parents interviewed asked: What do you tell a teen-ager about not cheating on an exam because it hurts him, not the school, when he believes that perhaps a professor cheated and got big dough for doing it? Among other responses:

Apartment house manager: " I hope *Name That Tune* and *Original Amateur Hour* won't be affected. They're good shows. Helped start a lot of people to stardom. I don't see how they could be dishonest."

In New York • The quiz invesigations were staple table talk at such gatherings as the American Marketing Assn. workshops and other luncheon meetings. Comments to a large degree were personal reflections and not those of tv insiders. Lunchers quizzed each other on whether or not Mr. Van Doren was coached during his *Twenty One* career, for instance. A market researcher at one table told of his wife's experience a short time ago on a quiz which urged participants to go for high stakes because it enhanced the show's suspense value. Another luncher protested investigations by Congress without specific legislative purpose. Elsewhere in the big city:

Advertising executive (not in broadcast field): "The rigged quiz shows definitely ought to be thrown off the air. The people responsible for the programs have perpetrated a fraud on the American people."

Cleaning woman in mid-town skyscraper: "When are they coming back? Tv quizzes are entertaining. I don't care if they are fixed or not."

Fireman and wife: "They were pretty good entertainment. We suspected they were fixed, but it doesn't matter much." The husband felt canned laughter on comedy shows is "offensive and phony" but his wife disagreed. She said it "helps put the viewer in the spirit of the program."

New Jersey cab driver: "I thought all the shows might be fixed, but we still enjoyed watching them." His wife: "I'm disappointed some of the the give away shows are being dropped. I was thrilled at the mink coats and wonderful jewelry won by some of the contestants." Questioned about confidence in tv, the husband answered, "What's confidence got to do with it? You like tv or you don't. We like lots of the shows."

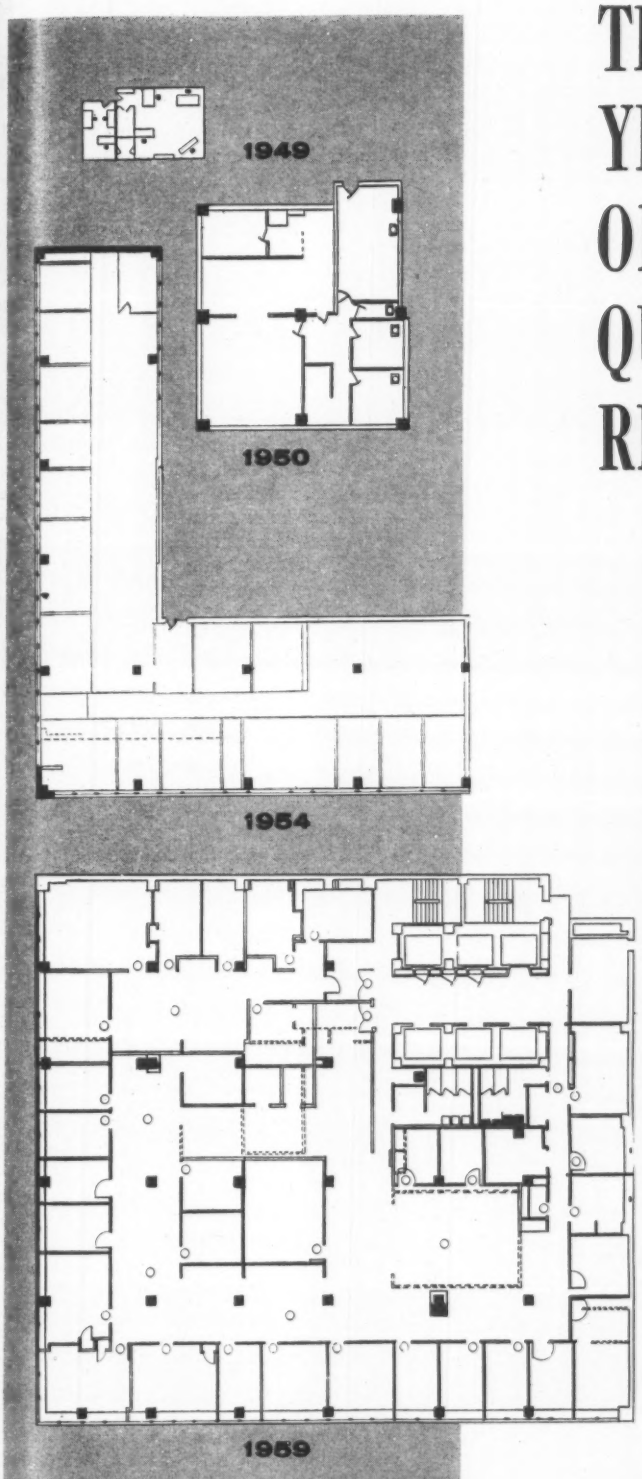
Attorney: "I was never really certain the shows were rigged. But I'm extremely disappointed about Van Doren. I studied under Mark Van Doren at Columbia and had a tremendous respect for the Van Doren name. Among thinking people, tv's image is somewhat soiled, but this will improve with time."

School teacher: "The networks were negligent in their duty to the public in letting people think those quiz shows were honest and true. The contestants didn't win their prizes, they were given presents."

Mail on Capitol Hill • The House Legislative Oversight Subcommittee, which unlocked the grand jury findings

Want to know more?

Complete results of Sindlinger's nationwide study of public attitudes toward the tv quiz investigations and the tv industry, including breakdowns by geographical region and sex, are available through Sindlinger & Co., Ridley Park, Pa.



TEN YEARS OF QUALITY REPRESENTATION . . .

Just over ten years ago—it seems much shorter—Harrington, Righter and Parsons opened shop in the old Marguery Hotel at 247 Park Avenue in New York.

There were only 900,000 TV homes across the country then—45 million today. Our first headquarters in 1949 operated from a hotel room; today they cover 10,000 square feet in our new whole floor at

415 Madison Avenue, New York 17

Expansion is always exciting. We think it even more exciting when growth results from a basic philosophy of business operation. In our case, this has been a continuing belief in *television representation only* for a selected list of quality stations in key markets.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO • DETROIT
ATLANTA • BOSTON • SAN FRANCISCO

television — the only medium we serve

WAPI-TV *Birmingham* **WBEN-TV** *Buffalo* **WJRT** *Flint*
WFMY-TV *Greensboro/Winston-Salem* **WTPA** *Harrisburg*
WTIC-TV *Hartford* **WJAC-TV** *Johnstown* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW-TV** *Mt. Washington*
WRVA-TV *Richmond* **KSLA-TV** *Shreveport* **WSYR-TV** *Syracuse*

Now it's deceit in commercials

Is there hanky-panky in television commercials as well as in television quiz programs? The Television Code Review Board intends to find out.

On Oct. 23 Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the code board, told the NAB regional conference in Boston that the board was investigating charges that some tv commercials were faked.

MR. MCGANNON

He did not identify the source of the charges beyond saying it was a newspaper columnist. Plainly, however, he referred to Drew Pearson whose nationally-syndicated column, earlier in October, had described several commercials which Mr. Pearson felt were fraudulent.

Last week Mr. McGannon amplified his Boston remarks. In an interview with BROADCASTING, he said that the code board wanted to know whether tv advertisers were going beyond reasonable limits in demonstrating product claims.

Examples Alleged • The following examples of alleged rigging in commercials cited by Mr. McGannon in his Boston talk, point up what the tv code board is investigating.

A commercial shows two cleansers used. Product X fails to scrub the sink to a sparkling white. When the advertised product is applied, the sink suddenly is spotless. But the sponge which applied the advertised product had an abrasive—perhaps sandpaper or steel wool—under it.

A commercial shows a glass of water on top of the dashboard panel of the advertised automobile. The auto takes the bumps, but not a drop of water is spilled. The background is actually on a rear projection screen. The screen is made to move up and down and the automobile is not in motion.

Mr. McGannon took these two complaints from several which were printed in Pearson's column. Mr. Pearson has been asked officially to identify the commercials as to product, and if he has the information, as to agency. Once the review board has evidence in hand, it will then approach the agency which handled the commercial to find out what devices were used in the commercial's production. Any information uncovered by the board will be kept confidential. Mr. McGannon expects that a report will be ready for the board in about the second week of November.

A Serious Study • The code board will carry through its inquiry whether or not Mr. Pearson cooperates, Mr. McGannon said. Though its staff is limited, the board is prepared to conduct a tedious search of tv commercials, pinning down those in which the contents could be suspect. The agency responsible for the commercial in question then will be approached and a suggestion made that the film's producer also be made available for questioning.

In any of these probings, should evidence be uncovered of fraudulent presentation, the agency and/or advertiser will be asked to withdraw the commercial from the air. If this is refused, the code board has the alternative left of identifying the commercial and suggesting to stations that they do not carry it

Has any agency executive given Mr. McGannon reason to believe there is some hanky-panky in tv commercial production? Mr. McGannon says no, while noting he has received a number of communications from fellow broadcasters commending the board's inquiry.

Get After It • Mr. McGannon admits the code probe of commercials hits at a time when tv's prestige is at low ebb because of the quiz scandal. But, he stresses, if the tv commercial issue is left on the shelf—as was the tv quiz matter—it can boomerang with similar impact.

A fine line must be drawn in the sensitive area of possible deceit in commercials, Mr. McGannon says. There is a difference between "theatrics" or other tampering with the product or situation in order to make a more dramatic impression—for example, highlighting the lettering on a box or deepening the color of a good food so as to make it look more appealing (often a food loses its natural appeal when viewed on a tv screen)— and making claims that are clearly extravagant.

The question, Mr. McGannon asserts, is whether the public is misled by commercials. The mode of presentation is in degree, he comments, emphasizing also that an "allegations have been raised" against the integrity of tv advertisements and it behooves the industry to answer the allegation.

after they had been sealed upon presentment, has received only a moderate amount of mail from the public on its tv quiz investigation.

The total is less than was expected, several sources said last week, and "substantially less" than the subcommittee received during the Adams-Goldfine hearings in the summer of 1958.

Best guess from different subcommittee sources placed the daily average of mail, since the first round of tv quiz hearings last month, at about 60-65 pieces daily. Total mail is a "drop in the bucket" to that received by the parent Commerce Committee on pay tv, it was reported, which drew more in one day than the tv quiz investigation all together.

Much of the mail was critical of the subcommittee, running as high as 40%, one source estimated, and as low as 15% according to another. A smattering of the mail condemned the subcommittee for "persecuting" Charles Van Doren.

The offices of individual members of the subcommittee reported receiving very little tv quiz correspondence addressed to them personally, with most going to Chairman Oren Harris (D-Ark.). The mail was "very heavy" immediately after the first public hearings closed last month (BROADCASTING, Oct. 19) but had tapered off to very little late last week.

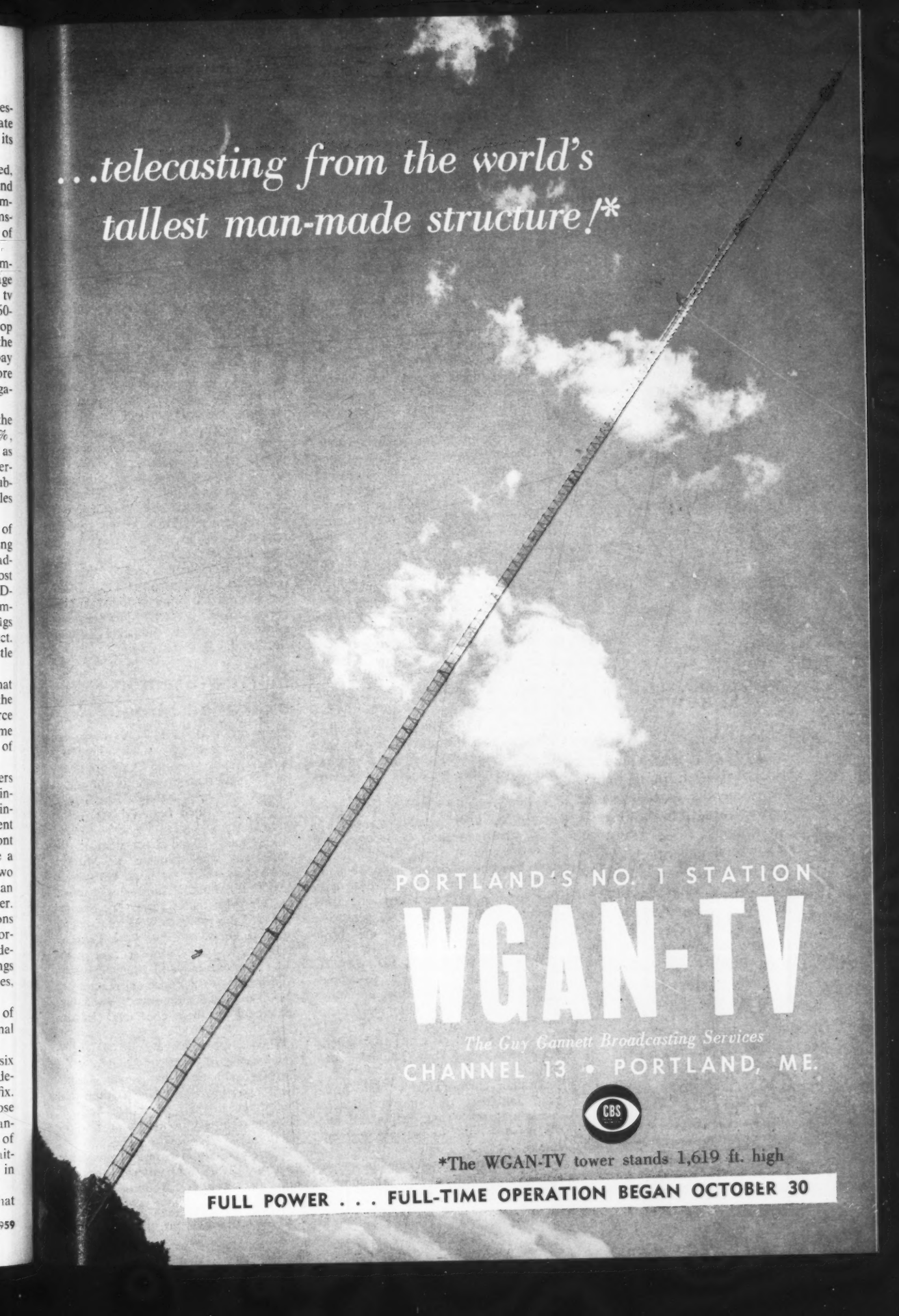
Rep. Harris has given orders that the mail is not to be released to the public and, as a subcommittee source said last week, "We've gotten some damned valuable leads from some of this mail."

A large percentage of the letters were written by persons who had individual axes to grind, in many instances not related at all to the current investigations. One lady from Vermont wrote that, after applying to become a contestant on *Tic Tac Dough*, two "sharpies" showed up and forced an expensive set of encyclopaedia on her. They claimed, she said, that questions on the program were based on information in the volumes. Others "demanded" investigations of such things as baseball, taxes, sewing machines, newspapers and jazz.

Random Sampling • A sampling of comments taken from the congressional mail, mostly to individual members:

From "six families from a six family house" in New York: "We demand the jailing of those in on the fix. We mean executives as well as those who fed and those who had the answers fed to them. No whitewash of these frauds and crooks. We are waiting and watching what's done here in Congress and by whom."

A Miami, Fla., man suggested that


...telecasting from the world's tallest man-made structure!*
PORTLAND'S NO. 1 STATION
WGAN-TV
The Guy Gannett Broadcasting Services
CHANNEL 13 • PORTLAND, ME.
CBS
*The WGAN-TV tower stands 1,619 ft. high
FULL POWER . . . FULL-TIME OPERATION BEGAN OCTOBER 30

My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Probe resumes

The House Legislative Oversight Subcommittee will resume its tv quiz hearings today (Monday) in Washington. Big-money winner Charles Van Doren is under subpoena to appear.

But, just what course the subcommittee will follow and what shows will be on the firing line still was being planned as late as yesterday. None of the nine committee members were due in Washington before the weekend. Chairman Oren Harris (D-Ark.) planned to arrive Saturday after a Friday night meeting of Democratic hierarchy in Little Rock.

The subcommittee staff deferred all questions last week with "It will be up to the members and chairman to decide." Many of the members were not due in Washington until late last night but several have stated, from their home districts, what they would like the subcommittee to investigate.

It is known, for instance, that *$64,000 Question* and *$64,000 Challenge* will be on the firing line. Several other defunct shows face the same prospect. Network executives also will be called.

"It promises to be an interesting week," predicted one member of the subcommittee.

contestants be required to return their winnings and that this money be used to defray the expense of the subcommittee. "Thanks for doing a wonderful job," he wrote.

From Atlantic City came a letter demanding the immediate ouster of FCC Chairman John C. Doerfer and a correspondent from Oneida, N.Y., said the Commission should be abolished. ". . . What useful purpose does this group serve?" he asked. The same Oneida writer accused tv of censoring news by not covering the tv quiz hearings (prohibited by House rules).

Writers from Live Oak, Fla.; Arvada, Colo.; Abington, Conn.; Cleveland, Amarillo, Dallas, Nashville and other cities praised the subcommittee for airing the tv quiz skullduggery. One said he has suspected all along that *What's My Line* is rigged, "but I couldn't prove it."

Another correspondent, from Amarillo, felt that the subcommittee is questioning the wrong people and that the networks should be held accountable.

Subcommittee Condemned • "How can representatives be so dumb?" asked a Los Angeles writer in claiming they are on the wrong tangent.

A La Jolla, Calif., writer asked: "Why all the fuss about tv quiz shows? The contestants won money. The viewers were highly entertained. . . . Congress would be better off spending its time and money on important things. . . ." In a P. S. he said that most of his friends feel the same way.

A letter from Indianapolis suggested that the congressmen investigate their "own backyard" while talking about immorality. "I feel that a little dishonesty on tv quiz programs is insignificant compared to the immorality of some of the acts of Congress. . ." he said.

From Redlands, Calif., came a plea for the return of quiz shows, "the highest quality programs on tv." The writer accused the Harris subcommittee of "making a mountain out of a molehill" and said it isn't the contestants who are important, but the information passed on to the viewer.

More important things should occupy the time and money of Congress, opined a writer from Amarillo. "Is the skullduggery of a tv program as important as excessive taxation and spending?" he asked.

A Philadelphian charged that the committee investigation is a ". . . fake, just like all the other headline hunting investigations. . . . Why [does the] committee try to kid the public? . . . Happy election day."

Murrow-Stanton exchange aired

For the span of 24 hours or so last week, it was almost quiet. There was nothing really startling to report in the way of new reactions within the industry to the quiz scandal. But it was only an interlude between the verbal storms.

The most talked-about item in the trade was what Edward R. Murrow had to say about his boss, CBS President Frank Stanton—and what it meant for Mr. Murrow's future. Dr. Stanton had said the previous week that people ought to know *Person to Person* was rehearsed—and they were so told in the Oct. 23 program—and producers John Aaron and Jesse Zousmer, reacting to this "slur," had announced "amicable" settlement of their contracts (BROADCASTING, Oct. 26).

Then, over the weekend, Mr. Murrow was heard from. In London, on a working sabbatical, he issued a statement asserting that "Dr. Stanton has finally revealed his ignorance both of news and of requirements of tv production. . . .

"Surely Stanton must know that cameras, lights and microphones do not just wander around a home. Producers must know who is going

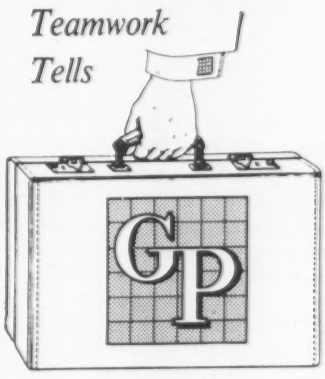
2 MORE GREAT CONSOLIDATED SUN RAY STATIONS

WSAI CINCINNATI

and

TAMPA-ST. PETERSBURG **WALT**

Join WPEN—*Philadelphia's foremost station in teaming up with GILL-PERNA as exclusive national representatives*



GILL-PERNA, INC.

NEW YORK — LOS ANGELES
CHICAGO — SAN FRANCISCO
DETROIT — BOSTON

DR. STANTON MR. MURROW

where and when and for how long. They must know whether the individual will require 20 seconds or two minutes to answer a question.

"The alternative to a degree of rehearsal would be chaos. I am sorry Dr. Stanton feels that I have participated in perpetrating a fraud upon the public. My conscience is clear. His seems to be bothering him."

CBC Position • Dr. Stanton made no public reply. A CBS spokesman issued a statement saying that "As Dr. Stanton has attempted to make quite clear on several occasions," nobody at CBS "has the slightest objection to the way *Person to Person* has been produced. Indeed, we have always been very proud of the program and those who have participated in it. We are simply insistent that the production practices of programs of this type be revealed . . . so that the program as it appears on the air will be exactly what it seems to be."

While the trade talked Stanton-Murrow, the public was talking Van Doren-Bloomgarden. Charles Van Doren and Hank Bloomgarden, big money winners on NBC's defunct *Twenty-One,* had gone voluntarily to the New York District Attorney Oct. 23 and reportedly made "substantial changes" in the statements they had given earlier. The District Attorney wouldn't say what the changes were. He did say Mr. Van Doren's original statement "related to his receiving questions and answers on the program."

At about the time Mr. Van Doren was visiting the Distrist Attorney, NBC-TV was announcing cancellation of *Tic Tac Dough.* "Further evaluation of public reaction following recent evidence of previous rigging of the program has led to the conclusion that its public standing has been impaired," NBC explained. It took pains to note that testimony "clearly established" that the rigging occurred before NBC took over production from Barry & Enright a year ago.

CBS-TV affiliates support Stanton

CBS President Frank Stanton got the full backing of the CBS-TV Affiliates Board last week in his campaign to drive "deceits" off the network.

Holding its annual meeting at Pebble Beach, Calif., the board elected William B. Quarton, WMT-TV Cedar Rapids, Iowa, as chairman of the affiliates association. It also adopted this resolution:

"Whereas: the CBS-TV Affiliates Board recognizes that public trust and confidence are essential to the effective performance of broadcasting, and that tawdry practices in the production of quiz shows as recently disclosed have violated this public trust and confidence;

"Be it therefore resolved: that this board unanimously and without reservation endorses the action of the CBS in eliminating big-money television contests from the CBS-TV network, in assuming full responsibility for content and quality of network programs, and in assuring the American public that what they hear and see on CBS programs will be exactly what it purports to be;

"And further: that this board records its gratitude for the decisive and courageous leadership exercised by Dr. Frank Stanton and the CBS-TV network in actions which enable television to move toward its constantly increasing potential for the public service."

The affiliates board met with top CBS-TV executives Sunday (Oct. 25) to Wednesday. In the absence of President Louis G. Cowan, hospitalized by thrombosis, the network delegation was headed by Executive Vice President James T. Aubrey Jr. Mr. Quarton was elected affiliates' chairman to succeed C. Howard Lane, KOIN-TV Portland, Ore., who was not eligible for reelection.

'HANDS OFF THOSE SHOWS'—COTY

Stick with commercials, says Cortney; rival Revlon singed

A side fracas to the general furor over tv quiz rigging broke out along Madison Avenue last week. The skirmish involved two tv advertisers, an advertising agency and an innocent bystander.

The advertisers were cosmetic competitors Coty Inc. and Revlon Inc. BBDO was the agency, while the innocent organization caught in the incident was the Sales Executives Club of New York.

Among the developments:

• Coty's President Philip Cortney launched a crusade against repetition of the "shameful tv quiz hoax." Mr. Cortney proposed that advertisers not be permitted to exercise any control over programming in the broadcast media, and that stations and networks alone "must . . . control program content and thereby assume full responsibility for protection of public interest." (Mr. Cortney's "solution" was similar to that set forth a day later by Rep. Chester Bowles, Connecticut Democrat, who spoke at a luncheon in New York [see story, page 70]).

• Charges of "pressures" being brought by a competitor were aired publicly both by Mr. Cortney and the Sales Executives Club of New York which provided the platform for a panel to speak on "The Honest Quiz." The principals involved later identified Revlon as the "competitor." Revlon officials refused comment.

• It appeared that Coty and BBDO, its agency, were far apart on the matter. Mr. Cortney at a news conference before the luncheon accused BBDO of having (1) refused to place his "public service advertisement" in newspapers in New York and elsewhere in the country, and (2) of having hinted to Mr. Cortney that his ads would embarrass the agency because it was associated at one time with *The $64,000 Question* (BBDO was Revlon's agency a few years back when the advertiser enjoyed a sensational sales success as a result of the show's popularity).

• It was speculated freely that Coty Inc. and BBDO had come close to a parting of ways. When asked how his call for "morality" in business would apply since he was continuing to place business with BBDO, Mr. Cortney said if it developed that the agency had participated in "this fraud," Coty would withdraw its account.

Coty In Tv • Coty bills an estimated $3.5 million a year, of which approximately $2.1 million is in television; the bulk in spot tv and the rest in participations in ABC-TV's daytime program block (*Gale Storm Show, Beat the Clock* and *American Bandstand*).

Mr. Cortney told newsmen that he had been offered several quiz shows by the agency but that he had declined to buy into any one of them.

In addition to outright network control (they are "licensed by the government to exploit the air," he asserted), Mr. Cortney demanded that "businessmen" who sponsored the ill-fated quiz shows testify before the Congressional Subcommittee; that they, as well as the networks and winning contestants do-

THE QUALITY TOUCH

radio & television · dallas

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

There are no short cuts to quality, as evidenced by the beautiful prints produced by the age old process of stone lithography.

Neither are there short cuts in the building of a quality image so precious in the operation of today's better radio and television stations.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

They said it couldn't be done

(They may be right.)

TEEN-AGE television at seven a.m.? In Houston? With news...sports...music ... reports ... of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their offspring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the Ginny Pace wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

Responsibility in Broadcasting

THE CORINTHIAN S

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

STATIONS

COTY'S CORTNEY
Proposes network control

nate their "ill gotten gains" to charities so as to clear their conscience.

The events both leading up to and encompassing the bizzare Tuesday (Oct. 27) at New York's Roosevelt Hotel had tinges of a second-rate mystery script.

Open Forum • For last Tuesday's luncheon the Sales Executives Club had scheduled a panel on the tv quiz question. According to Philip J. Kelly, a vice president of Lynn Baker Inc. (advertising agency), who is the club's president, the club maintains an "open forum for ideas and new developments of interest to sales-minded executives."

Mr. Cortney was invited to speak when it was suggested the Coty head would launch — "a campaign for honesty in advertising and selling." The club planned the following panelists to appear with Mr. Cortney: The Rev. Charles (Stony) Jackson, a Tennessee minister who first charged the *Question* with having been rigged. Mrs. Louis J. Robbins, National Council of Women of the U.S., and the Rev. Lawrence W. McMaster Jr., executive director of the department of radio and television, the United Presbyterian Church in the U.S.A.

Of the four Mr. Cortney and Rev. McMaster appeared on the platform. Mrs. Robbins withdrew saying she could speak only unofficially and Rev. Jackson failed to appear because of a minor ailment.

Charges of 'Pressures' • On the day before the luncheon meeting, it became known that both Mr. Kelly and spokesmen for Mr. Cortney were charging a Coty competitor with applying pressures to "stop" the planned news conference and the luncheon. Mr. Kelly said Mr. Cortney's statements regarding "alleged irregularities in connection with tv programs, and quiz shows in particular . . . brought about some positive reactions in the form of pressures from parties who felt that Mr. Cortney's remarks might be a reflection on them."

He cited the pressures to cancel the program as follows: on the program chairman through some of his key clients resulting in his resignation, refusal of an ad agency to carry Mr. Cortney's newspaper advertisement, a "reported attempt to influence" the Coty public relations representative (Christopher Cross, former vice president in charge of public relations and promotion at Grey Adv. and now president of Pan-American Public Relations Ltd.) to "change certain of Mr. Cortney's statements," and "a key participant in the program withdrawing and another begging off due to a stomach ache."

The Rev. McMaster's talk was based on an "open letter" he had written to "associates in the radio and television industry" asking for examination of tv programming and a vigilant, constant re-evaluation. He attacked popularity as the prime criterion in programming. He said he had received a "heartening" response from network, agency and programming executives.

Mr. Cortney's talk centered on a theme of the deleterious effects of the quiz scandal on the tv industry, on businessmen and on the U.S. as a democratic, moral force in the world.

Justice quiz probe to touch all bases

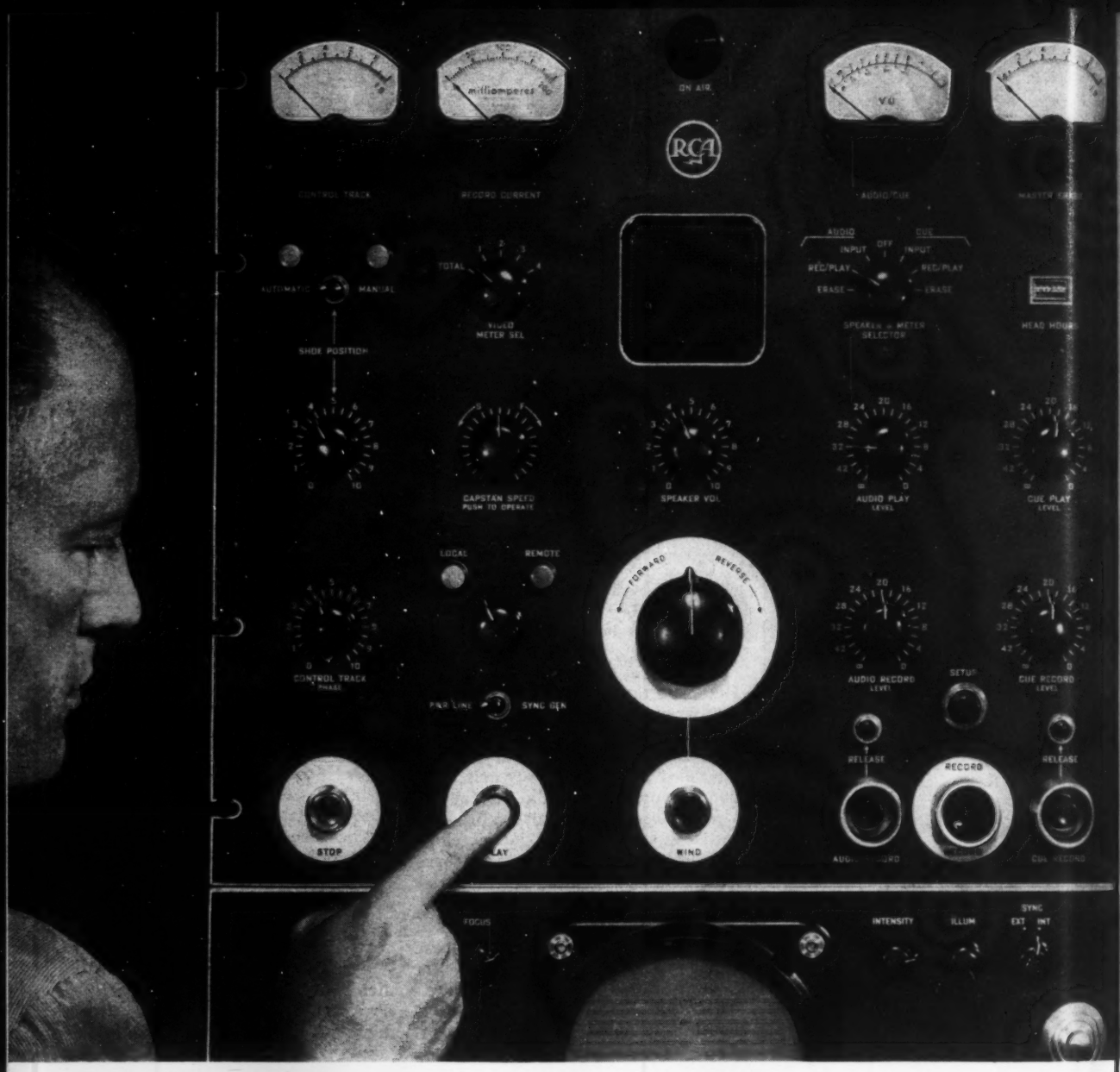
The Dept. of Justice moved into action last week, following within a week President Eisenhower's request that it look into the rigging of television quiz shows (BROADCASTING, Oct. 26).

On Wednesday, Attorney General William P. Rogers conferred in Washing with CBS President Frank Stanton and NBC President Robert Kintner. Mr. Stanton was accompanied by CBS-TV General Attorney Thomas K. Fisher; Mr. Kintner by David C. Adams, senior executive vice president; and Thomas E. Ervin, vice president.

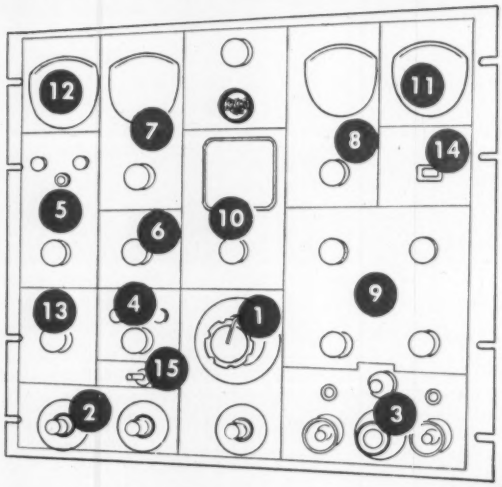
A Justice Dept. spokesman said that this meeting was the first in a series of conferences to be held with network officials, the FCC and the Federal Trade Commission.

Two Month Deadline • This investigation, he said, will be completed before Congress reconvenes in January.

Sitting in with Mr. Rogers were the following Justice Dept. executives: Lawrence E. Walsh, deputy attorney general; Malcolm R. Wilkey, chief of the criminal division; Robert A. Bicks, acting chief of the antitrust division, and Robert Kramer, chief of the office of legal counsel.



The central control panel of the RCA TV Tape Recorder puts all operating controls at your fingertips. Major control features are illustrated on the panel, zoned in 15 areas as follows: (1) Variable Speed Rewind; (2) Single Control Playback; (3) Independent Control of Video, Audio and Cue Record; (4) Local-Remote Operation; (5) Automatic Shoe Position Control; (6) Capstan Speed Control; (7) Video Head Current Indication; (8) Multi-Purpose Meter/Speaker Selector; (9) Independent Audio/Cue Record and Playback Level Controls; (10) Built-In Monitoring Speaker, and Speaker Volume Control; (11) Master Erase Current Meter; (12) Control Track Current Meter; (13) Control Track Phase Adjustment; (14) Head Hour Meter; (15) Sync Selector.



ASK ABOUT THE OTHER VITAL REASONS WHY IT PAYS TO "TAPE IT RCA"!

RCA

Tmk(s)®

ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

15 features at your fingertips... with RCA TV TAPE CONTROL CENTRAL

All operating controls on a single 19" x 17" panel!

1 Variable Speed Rewind

Fast forward, fast reverse. Rewinds 90 minute reel in 4½ minutes. Rapid cue any point on tape. Tape speed can be varied until audio or cue channel becomes intelligible.

2 Single Control Playback

A single push button activates playback functions. Automatically stops at the end of the tape. A stop button is provided for manual operation.

3 Independent Control of Video, Audio and Cue Recording

A set-up switch activates all electronics, placing the recorder in operation without running tape through. This enables operators to checkout circuitry prior to recording or playback.

4 Local-Remote Operation

Selector switch delegates basic record/playback functions for local or remotely controlled operation.

5 Automatic Shoe Positioning

The tape shoe position is automatically controlled during playback to prevent skewing effects. In the record mode, operation is electrically switched to *manual*—head-to-tape pressure can be adjusted using calibrated dial.

6 Capstan Speed Control

Manual override of normal operating speed to permit synchronization of two machines.

7 Video Head Current Indication

Switchable to indicate recording current in each of the four heads or total current in the head assembly. Permits quick diagnosis of performance during recording.

8 Multi-Purpose Meter/Speaker Selector

Provides instantaneous check of input, record and play functions, and erase in either audio or cue channels.

9 Independent Audio/Cue Record and Playback Level Controls

Standard RCA broadcast audio amplifiers associated with these controls are interchangeable.

10 Built-In Monitoring Speaker, and Speaker Volume Control

For monitoring audio or cue channel input, record or playback output. Built-in RCA BA-24 Broadcast Monitoring Amplifier will also drive external speaker.

11 Master Erase Current Meter

Shows master erase circuit is operating by indicating current in master erase head.

12 Control Track Current Meter

Provides continuous indication of current in servo-control track head.

13 Control Track Phase Adjustment

Dual control provides coarse and vernier adjustments. Coarse adjustment is for slipping any of the four heads on to any given recorded track. Vernier adjustment is for centering the heads precisely on that track.

14 Head Hour Meter

Indicates number of hours on video heads during *actual* recording and playback.

15 Sync Selector

For locking equipment to power line or local sync generator.

Such outstanding operating features assure the most efficient utilization of television tape equipment, reducing operating and maintenance costs. And there are many other reasons why RCA TV Tape Equipment will prove right for your requirements. So don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. A-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT · CAMDEN, N. J.

OPENING GUN IN BBDO RATE CHECK

Agency makes queries in stiffening resistance to further increases in magazine, radio and tv rates. Move construed as polite warning

BBDO is analyzing rates. The major New York agency is going back five years to study rates of radio and tv stations in the top 50 markets.

This move by a major agency in the broadcast field is a key to what is obviously a build up toward a stiffening resistance to further increases in rates in national media—including magazines along with radio and television.

So far BBDO is pecking away at what it believes is a continuing problem of increased costs in advertising.

Specifically the agency wants to know if rate increases by tv stations—or the "failure to adjust" rates by certain radio stations—can be justified by the statistical record of audience or circulation.

Dear John • As a result of its probe of the situation, those stations adjudged to be "out of line" will be sent a "Dear John" letter, which in effect will warn the individual station that "we love you, but . . ."

The letters to individual stations will be sent in about 10 days. The top 50 markets were selected because the agency figures some 80 percent of national broadcast advertising expenditures are placed in these markets.

The BBDO move, initiated and handled by the media department under the direction of Fred Barrett, vice president and media director, and Herbert Maneloveg, associate media director, covers both radio-tv and magazines. Letters to individual magazines whose rates are believed by the agency to be too high from the standpoint of circulation and cost per thousand already have been received.

A similar letter for broadcast stations has been drafted; the media department is now awaiting the research analysis.

What's Involved • BBDO's research will study the individual stations' rate structures and "plans" with an eye on basic circulation trends, audience received and computed cost per thousands for that station.

While tv is the chief interest of the study, radio also will be included, because of BBDO's belief that there probably are instances of radio stations failing to compensate for a drop in circulation or audience as well as a rise in costs per thousands.

What's Behind It • BBDO has been studying the problem of the increased cost of advertising from the viewpoint of media rates for some time.

As expressed by Mr. Maneloveg last week: it (rate increases) "must stop some time." BBDO, he said, is not content "to sit back and watch this." Hence, the analysis, market by market and station by station and finally the letter.

Network rates are not part of the study, nor will the networks be accorded the station treatment. Why? There are two reasons, which for practical purposes are related. These are (1) the agency must start some place and the stations appear to be the logical place to begin, and (2) network rates for the most part are based on the rates of the individual stations which form the facility's lineup.

The agency media spokesman takes the position that actually some broadcast stations are charging what the traffic will bear rather than to anchor rates to significant rises in either audience or circulation. These rating abuses, BBDO people say, come about via a vicious circle: station "A" increases its rates, perhaps on a basis that is borderline, and then station "B" in that market follows suit but with no justification other than the readjustment in rates made by the competing station.

Magazines also get involved in this rationalization, according to BBDO. A national magazine when confronted with an agency protest on a price jump will throw the ball back at the agency with the retort, "you never protest when broadcast rates go up."

BBDO to Magazines • In its letters to magaiznes (against which the agency had a complaint) BBDO said in part: "We hasten to add that the print industry is not alone in this trend (higher costs per thousands forcing less frequency of advertising). Broadcasters also have been charging more and delivering less."

BBDO explained last week that by "delivering less" the agency was referring to the rise in rate being out of line with the accompanying increase in circulation (or audience).

The agency said in its letter to magazines that it was concerned with the increased rates because "almost every BBDO client has had to increase the cost of its product within the past few years; yet very few have done so at the same rate of increase occurring in the magazine industry."

Long-range Effect • asked if the agency can expect immediate remedial results, BBDO media spokesmen felt the effects will be of long-range benefit. Stations apparently will not be warned of reprisal but subjected for the nonce with subtle pressure.

Radio has advantage in co-op advertising

Although newspapers come first to mind when co-op advertising is mentioned, radio has certain advantages over the print media for the manufacturer entering into a co-op arrangement with a retailer, especially in the food field, David Fenwick, vice president, Robinson, Fenwick & Haynes, said.

Addressing an Oct. 22 luncheon meeting of Southern California Broadcasters Assn. in Hollywood, Mr. Fenwick pointed out that the typical food chain uses radio at all times of day, reaching various types of listeners.

He added that through the relationship of the food chain and radio station, the manufacturer using radio cooperatively with the chain will frequently get shelf space and display space as well as time.

Virtually all co-op advertising in the food field is commissionable to the agency, he said. He contrasted this with the situation in the appliance field, where the custom is for the retailer to consider the manufacturer's advertising allowance as his own money to spend as he sees fit, without benefit of an agency.

If an appliance dealer uses radio, he generally sponsors a particular time segment of the station's schedule and so reaches only that segment of the total audience, Mr. Fenwick noted, which is not as good for the manufacturer as the food chain practice of spreading its spots throughout the broadcast day.

Five name Doner

Aegean Products Inc. (Grecian Formula 16 hair treatment), Fair Lanes Inc. (bowling establishments) and Bata Shoe Co. as well as two other local accounts have appointed the Baltimore office of W. B. Doner & Co. to handle their advertising.

for Youngsters 9 to 90

CLUTCH CARGO

7:00-7:30 P. M. FRIDAY

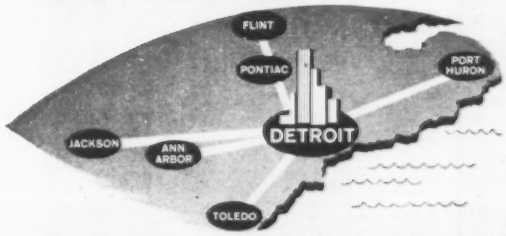
In Color and Black and White

Another big, bright salesmaker on WWJ-TV! It's the first-time-in-Detroit "Clutch Cargo" adventure cartoon series featuring the amazing Syncro-Vox lip process.

Cash in on "Clutch"—timed perfectly to reach WWJ-TV's big early evening family audience just when week-end shopping plans are being made. Your PGW Colonel has complete details. Phone him today!

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

Coming soon! **WINTER BASEBALL**
Hot from Havana—and sure to score with sports-loving Detroit. Ask PGW.

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

POWERHOUSE!
we're the only FULL
POWER station
for miles around
Central Texas!

NBC
CHANNEL
KCEN-TV
TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

HOW TO REACH FARM MARKET

Harvester has formula to keep 'em happy down on farm while also selling products

International Harvester is digging deeper and deeper furrows in the fertile fields of radio advertising.

Last week I-H claimed 110 radio outlets advertising its tractors, planters, pickers, combines and nine other major product lines. Spot radio programming continues to be its primary medium for a relatively modest budget, despite the experimental tv overtures by some dealers.

Top Secret • IH's secret formula: established local personalities (usually radio farm directors) conducting market, news and weather programs in peak listening periods (6-7 a.m. and 12 noon-1 p.m.) The company's farm equipment division got into spot radio in January 1956 and has been active in it almost continuously ever since, with a varying lineup of stations, because of its pinpoint flexibility (as contrasted to network).

The farm equipment account is handled by Aubrey, Finlay, Marley & Hodgson, Chicago. Dix L. Harper, farm radio-tv director and onetime RFD at WLS that city, and his staff work closely with the IH team of D. C. Elliott, general supervisor of farm equipment advertising; Joseph I. Pettit, advertising supervisor, and others.

Harvester officials are frankly high on farm broadcasting. They acknowledge a sizable sales increase in all equipment sales for January-May 1958 (as much as 100% in combines alone). Overall farm equipment sales were up 30% for the first nine months of the current fiscal year (ended Nov. 1, 1959), with radio drawing an acknowledged media assist. The present radio budget of approximately $600,000 will be allocated next year, it's understood.

Mr. Harper tells representatives flatly that "we don't buy ratings, we don't buy power (signal strength)—we buy personalities, top-rated programs. It's part of a total media selection to reach the farm market without which we would not be able to reach the whole potential of the farm market. We use radio to carry the same message as in other media. We use it to get the advantages of the farm personalities who become, in effect, part of our sales force in the field."

Local People • Local farm personalities supply data on marketing, weather and other field conditions and work closely with Harvester and agency representatives. Dealers set up displays for promoting the local station's IH show and personality. (There are dealer tiein schedules with IH in nearly 60 markets.) IH farm equipment commercials are catchy and infectious, featuring jingles with original lyrics. They also provide for dealer cutins and invite listeners to field demonstrations.

Station and personalities report outstanding success stories. The most recent: three dealers utilized IH discounts on discontinued corn-pickers to buy three 15-minute newscasts weekly on KMA Shenandoah, Iowa, during September-October. Result: 40 sales or $52,000 worth of merchandise. Among other station successes: KGLO Mason City, KPRC Houston, KMOX St. Louis, KWKH Shreveport and KMMJ Grand Island, Neb. Contests and offers also have commanded substantial audience response.

Cooperate • To get this response station personalities work hard as part of promotion and merchandising agreements with client and agency. They cooperate with IH regional and district personnel, prepare program posters for dealers, attend client sales and promotional activities, call on dealers, conduct farm interviews with equipment buyers, and otherwise carry out heavy promotion in newspapers, on the air and in other areas.

Harvester actually went into farm

Music hath charms • The farm market, International Harvester has found, is reached through music as well as other devices. This duet was featured during the Minnesota State Fair by the manufacturer of farm machinery which is making heavy advertising use of radio and tv.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

Radio Is Greater Than Ever – All Day, Every Day ...the Great Stations Make It So!

Radio reaches into people's minds persuasively and economically... all day, every day. Especially *great-station radio!* This is the kind that attracts attention by important features, commands respect by outstanding service, holds audiences by solid programming. No pitchmen, no shoddy giveaways, no triple spots!

In most market areas there is one great station... like the 18 listed at the right. And you need add only 30 to these 18 to have *great-station radio* across America. Get the facts about today's greater-than-ever value in "the companion medium"... documented by Alfred Politz Research. Call any Christal office

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

WPBN-TV ch. 7 Traverse City
WTOM-TV ch. 4 Cheboygan

PAUL BUNYAN
Television & Radio
NETWORKS

TAKE
BIG
STEP

Effectively Immediately:

Venard, Rintoul & McConnell

BECOME OUR
National Representatives

THEY KNOW OUR STORY!

WTCM 1400 KC 250 watts Traverse City
WATT 1240 KC 250 watts Cadillac
WATZ 1450 KC 250 watts Alpena
WMBN 1340 KC 250 watts Petosky
WATC 900 KC 1000 watts Gaylord

radio on a limited basis in 1930 with a barn dance show on WHO Des Moines; it really got serious in 1954. Chances are, it will continue to use spot programming (farm conditions vary in parts of the country to make network radio impracticable). It's intimated that tv costs too much and the pattern of saturation does not align with that required to push farm equipment. (It has done a job for some dealers in isolated cases, as in Green Bay, Wis.) Radio remains the medium, it seems, that produces the richest harvest.

'Fight blue noses'

Rev. Hugh Michael Beahan, radio and television director of the Grand Rapids Roman Catholic Diocese, told the 10th Annual Convention of the National Licensed Beverage Assn. Oct. 27 that they should "stand up and fight the blue-nosed enemies of the liquor industry."

The nation's tavernkeepers, he said, should get rid of their inferiority complexes because they are in an honorable profession. "You have every right to take your legitimate place in your community as a man who provides a legal and honest service," Rev. Beahan stated.

Controlled drinking, he declared, relieves tensions and relaxes. Because drinking creates a problem for a relatively few people, "we should not consider depriving the vast majority of normal adults."

• Business briefly

Time sales

French fashions • Chesebrough-Pond's Inc., N.Y., will coordinate a line of beauty products with 1960 Paris fashions in an hour-long color special set for Feb. 29 (10-11 p.m. EST) on NBC-TV. Parisian mannequins will model creations of some 15 top French fashion designers in a program that also will use singers and dancers. Agency: J. Walter Thompson, N.Y.

Two to Philadelphia • Westclox Div. of General Time Corp., LaSalle, Ill., and General Mills Inc., Minneapolis, will co-sponsor "The Philadelphia Story," to be colorcast on NBC-TV Dec. 7 (Mon. 9:30-11 p.m. EST). Adapted for tv by Jacqueline Babbin and Audrey Gellen of Talent Assoc., comedy by Philip Barry was originally a stage play and later was made into a movie titled "High Society." BBDO is agency for both sponsors.

Nucoa news • Best Foods Div. of Corn Products Co., N.Y., is buying minutes and 20-second announcements for Nucoa Margarine beginning this month on tv nationally and in a few radio markets. Agency: Dancer-Fitzgerald-Sample, N.Y.

Watch special • Longines-Wittnaur Watch Co., N.Y., signed for special pre-holiday colorcast, "The 13th Orphan," to be seen Dec. 9 on NBC-TV (Wed. 7:30-8:30 p.m. EST). Christmas fable by Paul Gallico will be staged by Leon Leonidoff of Radio City Music Hall and produced by Jack Philbin. Agency: Victor A. Bennett Co., N.Y.

Agency appointments

• Associated Products (5-day labs. products), West New York, N.J., names Doyle Dane Bernbach, N.Y., as agency, effective Nov. 1. Billing estimated at $1 million. Grey Adv., N.Y., formerly handled the account.

• George Widemann Brewing Co., Newport, Ky., appoints Doherty, Clifford, Steers & Shenfield, N.Y., as agency with budget estimated at $1.5 million. Advertiser uses spot radio and tv, newspapers and outdoor in a five-state area in the Ohio valley. Account formerly was at Tatham-Laird, Chicago.

• Helene Curtis Industries (hair preparations), Chicago, appoints Campbell-Mithun, same city, as agency for Suave Hair Dressing, Sauve for Men and Shampoo Plus Egg and Altman-Stoller Adv., New York, for Lentheric products, all formerly handled by Gordon Best Co. Billings breakdown: slightly under $2 million for former, about $500,000 for latter.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Oct. 21-27 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Oct. 21	Steel Hour—Caesar (10 p.m.)	CBS-TV	28.5
Thur., Oct. 22	Untouchables (9:30 p.m.)	ABC-TV	19.4
Fri., Oct. 23	77 Sunset Strip (9 p.m.)	ABC-TV	24.4
Sat., Oct. 24	Gunsmoke (10 p.m.)	CBS-TV	27.6
Sun., Oct. 25	Loretta Young (10 p.m.)	NBC-TV	29.2
Mon., Oct. 26	Danny Thomas (9 p.m.)	CBS-TV	31.6
Tue., Oct. 27	Special Tonight (8:30 p.m.)	CBS-TV	26.1

Copyright 1959 American Research Bureau

*Why are WXYZ Radio and WXYZ-TV Detroit's Most Popular Stations?

Young in heart and busting out all over, that's the personality of Broadcast House. WXYZ Radio and WXYZ-TV are stations with WXYZing!

Southeastern Michigan is chock-full of bustling young people who work and play hard . . . and they buy things as if money was going out of style!

We know what they like—programming with WXYZing. And that's what we give them. Put WXYZing in your plans!

*Seeing is believing . . . check your rating books.

The Stations with WXYZing

WXYZ Radio 1270
WXYZ-TV Channel 7
ABC—Detroit

Represented Nationally by John Blair & Co. and Blair-TV

TV NETWORKS SWITCH TO ARB

Using new monitoring device, research firm will supply fast and fully national ratings and other audience data

American Research Bureau got its biggest boost in years last week—and in the process A. C. Nielsen Co. may have suffered the biggest blow that has yet come its way in the television ratings field.

ARB announced it would have its Arbitron instant-ratings service operating on a "complete and true" national basis by September 1960. Its clincher: signed contracts from all three national tv networks.

A canvas of network authorities produced no encouragement for the thought they would also be willing to renew the Nielsen national service—certainly not at current rates. These were estimated unofficially to represent approximately $800,000 a year to the Nielsen organization.

Radio Nielsens • The ABC, CBS and NBC radio ratings contracts with Nielsen are not affected. But one network executive wondered whether, if tv network renewals were not forthcoming, it would be economically feasible for ACN to continue this radio service, which commands considerably lower prices.

Nielsen officials could not be located immediately for comment. The ARB announcement came soon after Nielsen's own disclosure of plans for a number of major new projects including an instant-rating service for New York (story below).

There was speculation also that Trendex's multi-network overnight service, once extensively used by all three networks to get quick reports on specials, new shows and tight competitive situations, would feel the effects of ARB's move if it develops as announced. But it was noted that network use of this overnight service has dropped sharply this year; and some network officials also reported they would continue to use Trendex for information other than ratings.

New Device • The new ARB service is reportedly made possible by development of new equipment which eliminates the need for leased lines to link in-home tv sets to the central collection office. Here is what ARB's director, James W. Seiler, said his new and expanded service would offer:

- Weekly reports, year-round—each one issued during the week following measurement.
- "Complete reports, issued at less frequent intervals, giving exhaustive statistical analysis of the data."
- Daily "morning-after" reports on the 25 to 30 markets where all three networks are fully competitive.

To his plans Mr. Seiler added an innovation—a tripartite advisory committee to be kept informed of details on costs, technical data and sample selection techniques and on this basis to give advice to ARB. The committee would be composed of three members representing the networks, three advertisers, three agencies. Mr. Seiler said ARB would "request and encourage" the formation of such a nine-man committee on the theory that, while ARB would

NIELSEN EXPANDS TV SERVICE

NSI to cover 146 markets, plans made to rate ads in tv, magazines, newspapers

The A.C. Nielsen Co. announced last week its broadcast ratings are spreading out, in breadth and depth. On the first plane, the Chicago-New York firm announced it is expanding the tv station index (NSI) to 146 market areas by spring and inaugurating instantaneous ratings in New York City.

Also forthcoming are Nielsen Coverage Service #4 for radio and tv and the first all-Canada NCS, (BROADCASTING, Oct. 26).

In the depth dimension, Nielsen is doing pilot work on two projects: tv brand ratings and tri-media advertising ratings combining tv with magazines and newspapers.

Added NSI Markets • John K. Churchill, Nielsen Broadcast Div. vice president, said new market areas in the station index would give the service 97% coverage of all viewing in markets accounting for 98% of all tv advertising dollars. The spring target of 146 market areas (50 were covered last spring) will include all multi-station tv markets in the country today. There are 231 cities in the 146 markets. NSI reports on radio audiences cover 43 of these areas.

Expansion of the NSI monthly and bi-monthly reports makes them increasingly useful in conjunction with the national Nielsen reports (NTI) showing competitive network ratings, Mr. Churchill noted. NSI subscribers, besides stations in all the areas covered, include advertisers, agencies and others.

New to the list this month: Areas of Mobile and Montgomery, both Alabama; Little Rock-Pine Bluff, Ark.; Santa Barbara-San Luis Obispo, Calif.; West Palm Beach, Fla.; Columbus and Savannah, both Georgia; Springfield-Decatur, Ill.; Evansville, Ind.-Henderson, Ky., Mason City, Iowa-Austin, Minn.-Rochester, Minn.; Sioux City, Iowa; Baton Rouge area and Shreveport, both Louisiana; Springfield-Holyoke, Mass.; Cadillac-Traverse City, Mich.; Duluth, Minn.-Superior, Wis.; Jackson, Miss.; Greenville-Washington, N.C.; Columbia, S.C.; Chattanooga, Johnson City-Bristol and Knoxville, all Tennessee.

Additions set for next month and early 1960: Areas of Fort Smith, Ark.; Grand Junction-Montrose, Colo.; Albany-Thomasville, Ga.; Boise, Idaho; Rockford, Ill.; Lexington, Ky.; Paducah, Ky.-Cape Girardeau, Mo.; Bangor, Me.; Columbia-Jefferson City, Mo.; Joplin, Mo.-Pittsburgh, Kan.; Springfield, Mo.; Billings and Great Falls, both Montana; Lincoln, Neb.; Las Vegas, Nev.; Bismarck, Fargo-Valley City area and Minot, all North Dakota; Eugene-Roseburg, Ore.; Rapid City, S.D.; Abilene-Sweetwater, Big Spring-Midland-Odessa-Corpus Christi, Harlingen-Weslaco and Lubbock, all Texas, and Casper, Wyo.

October entries to NSI: Areas of Pueblo-Colorado Springs, Colo.; Augusta, Ga.; Cedar Rapids-Waterloo, Iowa; Davenport, Iowa-Rock Island-Moline, Ill.; Columbus-Tupelo, Miss.; Utica-Rome, N.Y.; Wilkes-Barre-Scranton, Pa.; Charleston, S.C. and Burlington, Vt.-Plattsburgh, N.Y. area.

Instant NYC Panel • Nielsen's electronic "Instantaneous Audimeter" was introduced by Henry Rahmel, manager of the Broadcast Div., and executive vice president. Tv set activity in 270 city homes is registered minute by minute on a machine at Nielsen offices, providing the basis of reports to clients. First of New York's seven stations are WABC-TV, WNEW-TV, WPIX (TV) and WNTA-TV.

Mr. Rahmel sketched in background of the firm's development of instantaneous audience-measurement growing out of a total 20 years' use of meter gear on receivers.

- For the projected brand ratings, Nielsen will use NSI figures, starting with 25-30 markets. A sample study

retain final control, the committee nevertheless would be helpful and, by its existence, inspire "more confidence in the final product than is possible in any other way."

Differences with ACN • Signing of all three networks for the new ARB service came as a surprise, although it was well known that all three had been having their differences with the Nielsen organization over terms for new contracts to replace the current ones, which run out next year. ABC-TV, CBS-TV and NBC-TV all argued that ACN was asking too much money for too little service.

All three had given one-year contract-termination notices to Nielsen. But it was not the first time they had done this during renewal negotiations, and the general impression given to observers was that this was largely a formality, required by the current contracts in order that they would be in a position to pull out next year if they hadn't come to terms by then.

Only a few weeks ago all three networks signed with Nielsen for "fast" ratings—to be delivered within six days of the last reported telecast in each week—covering 24 three-network markets for the 1959-60 season. At that time negotiations for new national-service contracts were said to be continuing (CLOSED CIRCUIT, Oct. 12).

Dissatisfaction • Network authorities reported last week, however, that they appeared to be making little progress in these discussions—that ACN still wanted too much money. They said that in signing with ARB their purpose was to get a service that was "better," "more complete," "faster" and "cheaper" than what they had been getting from Nielsen.

One network representative said flatly, after signing with ARB, that "I don't have enough budget to buy two services." Another said much the same thing, noting also that he had cautioned Nielsen that he was serious in his objections to the price-vs.-service ratio in the ACN proposals. A third said it was "conceivable" that his network might also sign with Nielsen, but that Nielsen would have to "change its attitude" and bring the cost down to "a much more reasonable" point than where it now stands.

In announcing his new plans, Mr. Seiler said ARB's service will be based on "an entirely new, carefully drawn probability sample of the entire continental U.S." The sample will contain 1,500 homes, with each home being "electronically measured on a continuing basis."

No Details • Mr. Seiler declined to elaborate on the new technique except to say that "a new type of transponder eliminates the need for leased lines into homes." The transponder is the Arbitron device installed in sets to transmit to the data collection center—heretofore via special lines—information as to which station is being watched.

The ARB executive felt that the new service, with its three-way industry advisory board, "combines the best features of an industry operation and a private one."

He said the data would be tabulated and processed by "complete automation" through a "new Univac solid state 90, the latest electronic computer . . . already installed."

The new national report, he said, will "tie in closely with ARB's nationwide local service to supply complete audience composition and characteristics data, along with the performance of every U.S. tv station on a local basis."

Seven-City Expansion • While the full national sample is being installed, ARB said, its present multi-city Arbitron will be expanded gradually. This now provides reports on seven cities where all three networks are in competition: New York, Chicago, Detroit, Cleveland, Philadelphia, Baltimore and Washington. In addition there is an Arbitron instant-rating local service in New York, and ARB also provides local reports—via the diary technique—on 250 markets.

Mr. Seiler said presentations explaining the new service to major advertisers and agencies already were underway.

---

has been produced in three markets to show brand activity on tv in number of commercials by stations and share of audience.

The firm is contacting advertisers about the proposed service, and will step up efforts during the next few months, it was indicated by Mr. Rahmel and Eric E. Sundquist, vice president.

Other Media Research • Mr. Sundquist 10 months ago began talking to agency media and research directors to gauge demand for a service embracing tv, magazines and newspapers. To date a dozen or more advertisers and agencies have shown interest.

Objective of the cross-media evaluations would be to find a common denominator of advertising exposure in terms of homes reached. Such questions as whether three-media ratings would be on an individual-ad or general-circulation basis have not been settled yet, with the whole project in the early planning stage. In any case it would not be underwritten by media, Nielsen officials indicated.

• George Ralph, Nielsen vice president and Canadian Broadcast Div. manager, explaining the first all-province coverage study for Canada, said it has been ordered initially by Procter & Gamble, J. Walter Thompson and the Canadian Broadcasting Corp. County-by-county radio and tv ownership figures will be supplied subscribers this month and station circulation data will be ready early next year. The Canadian NCS supplements the Nielsen Broadcast Index measurements.

This country's next Nielsen Coverage Survey, (NCS #4,) covering radio and tv, was announced last month for delivery in 1961.

Final argument today on Dominican's claim

Final argument will be heard today (Nov. 2) by U.S. Referee Asa Herzog on the Dominican Republic's claim against Mutual for $750,000.

Later in the day referee Herzog will accept stipulations on the out-of-court settlement made by Mutual with the City of New York on claimed back business taxes. Originally the city had sought to recover $300,000 for back taxes from Mutual but the settlement is reported to be "considerably lower."

These two claims against Mutual have held up the confirmation of its financial re-organization plan, which is being heard by referee Herzog. Mutual owes creditors included in the reorganization plan a total of about $1.9 million. They have agreed to accept 10 cents on the dollar, except for news stringers and guest panelists, who will receive 50 cents on the dollar up to $600, and 10 cents on the dollar thereafter.

Los Angles papers buy back KTTV-TV

Times-Mirror Co., publisher of *Los Angeles Times* (morning) and *Los Angeles Mirror-News* (afternoon dailies, has repurchased from Loew's (MGM) the 3,334 shares of capital stock in KTTV (TV) Los Angeles (25%) which it sold to the motion picture company in August 1956.

Price was not disclosed, but it was stated as exceeding the $1,625,000 which Loew's paid for the stock. Transaction, which restores to the Times-Mirror Co. 100% ownership of KTTV, is not related to the film license agreement which gives KTTV exclusive L.A. tv rights to the pre-1948 library of MGM theatrical films, which still has four years to run.

BOWLES WANTS TV FACELIFT

RTES also hears Mickelson of CBS discuss television's effect on politics

The tv industry received several recommendations from a congressman on how it can cure itself of "a deeper malady which is causing profound distress to the friends and well-wishers of radio and television."

The speaker was Rep. Chester Bowles (D-Conn.) who shared a platform with Sig Mickelson, president of CBS News, in a discussion of broadcasting and politics before the Radio & Television Executives Society "roundtable" luncheon.

Mr. Mickelson stuck to the subject, outlining the power of tv to inform an electorate. But Rep. Bowles changed the title of his talk to "Broadcasting and The Public Interest."

A summary of Rep. Bowles recommendations:

Form a commission to appraise the entire communications structure "with particular reference to radio and tv." Membership, he said, should include members from the industry, from advertising, education, the arts and government. It's task: examine the present functioning of the communications system as far as future needs in education, information, public understanding and entertainment are concerned.

Disassociate advertisers from programs—"advertisers would merely buy chunks of radio or tv time much as they buy chunks of space in newspapers." Responsibility of what comes in between the commercials "would be nil—and if necessary, specifically disclaimed."

End "television's worship at the false altar of ratings."

Take a fresh look at the selling of radio and tv time to political candidates. (Prime time is so costly to candidates as to be prohibitive, he said.)

Expand news coverage in "depth."

Need Incentive • The objective, he said, should be to "devise ways to make public information and education more interesting, more democratic. We have the creative people; yet we lack the incentive to use them."

Mr. Bowles, who with William Benton, formed the original Benton & Bowles advertising agency in the 30's, asserted at one point that a "letter from the NAM (National Assn. of Mfrs.) or from the AMA (American Medical Assn.) would cause a shiver to go through any agency in New York."

Tv's Influence • Mr. Mickelson acknowledged that television has not materially affected the actual results at the poll, but contended that the medium has changed the course of political campaigns, increased the turnout of votes and provided a "clearer understanding of issues and personalities."

The effect of television in politics, he said, has been to design conventions and other political meetings "for the eye of the camera rather than for the eye of the on-the-scene spectator." The change, he pointed out, has been a tactical one, adding that "the help of television has been available to all sides, thus tending to cancel out any marked advantage to any one party."

Mr. Mickelson made the point that tv has had an "enormous" influence on the citizen, rather than the voter. He claimed that the medium has effectuated a broadening of public participation in democratic processes; has provided a clearer understanding of trends and issues; has given Americans a personal acquaintance with their leaders and those who aspire to leadership, and has increased the degree of independent thinking.

Britain's Example • Mr. Mickelson offered the opinion that television did not effect the outcome of the 1952 and 1956 presidential elections. He said this conclusion was borne out in the British elections in early October. He noted that this was the first British election campaign to be covered by the television medium, and therefore, any changes in the voting pattern would have been most apparent.

"There was general agreement among observers that television did not materially change the outcome," Mr. Mickelson stated. "Labor used television more effectively and Labor's Gaitskell came off better as a television personality than did the Tories' MacMillan. Still the conservative won by an overwhelming majority."

Settle contest

KFWB Los Angeles has received the $10,000 award offered by KRLA Pasadena, Calif. for "finding" Perry Allen. To herald its change from a western music policy to "modern radio," KRLA had conducted a contest to "find Perry Allen," newest of the station's disc jockeys. When a KFWB newsman found Mr. Allen in Buffalo, N.Y., the station refused to hand over the money claiming the KFWB man had not heard the contest broadcasts himself, and had gone to Buffalo on his employers' instructions (BROADCASTING, Sept. 14). After weeks of lawyers' huddles, KRLA decided to pay the $10,000 and the "Find Perry Allen" contest was officially ended. Ed Schulz, KRLA general manager, today (Nov. 2) presented a cashier's check for that amount to Robert M. Purcell with the statement: "We are delighted to pay Mr. Purcell $10,000 for listening to KRLA and finding Perry Allen. This is another example of why it always pays to listen to KRLA-Radio Eleven-Ten." News release identifies Mr. Purcell by his home address — 1727½ North Sycamore Ave., Hollywood; does not mention that Mr. Purcell is president and general manager of KFWB Los Angeles, nor the circumstances under which "Mr. Purcell found and correctly identified Perry Allen."

Good popular music new programming core

"Our listeners will never be more than one minute away from music," Wendell B. Campbell, managing director of KPOP Los Angeles, said last week in explaining the station's new programming, which goes into effect this morning (Nov. 2) at 10:20 a.m. (KPOP's frequency is 1020 kc.).

News and sports reports will be presented in one-minute capsules, Mr. Campbell said. News capsules will be broadcast at 15, 30 and 45 minutes past each hour. Sports capsules will be broadcast on the hour.

Good popular music will provide the core of KPOP's new programming, Mr. Campbell stated. "In using the much-abused word 'good,' we refer to popular music with appeal to mature adults and mature teens, omitting the raucous rock-and-roll."

KWRW's d.j. school

Farrell M. Brooks, owner, KWRW Guthrie, Okla., has announced establishment of a school for disc jockeys which is designed to give students sufficient on-the-air experience to obtain employment. In training, students have their own show on KWRW and are taught the proper use of studio equipment.

From Boston to Washington, and throughout New York State, FM radio now reaches a quality audience for good music in 17 major markets through

THE QXR NETWORK

If you have a product or service to sell to a better-income audience, you now can reach hundreds of thousands of these families in a single "buy." Affiliates of the QXR Network are the leading FM stations in their markets . . . and their markets are among the biggest in the U.S. More than 30,000,000 people live within range of QXR Network stations.

The format of the QXR Network—good music and the hourly news of The New York Times—is the same that has made WQXR America's Number One Good Music Station. The people who listen to the QXR Network have higher incomes and better jobs. And they spend most of their listening time tuned attentively to the QXR Network. As a result, they cannot be reached effectively through any other broadcast medium.

Get in touch with us today for full data on audience characteristics and listening habits.

The QXR Network, 229 West 43 St., New York 36, N. Y.

New York State

Albany-Troy-Schenectady
WFLY-FM

Binghamton
WNBF-FM
A Triangle Station

Buffalo
WGR-FM
A Transcontinent Station

Ithaca
WRRA-FM

Jamestown
WJTN-FM

Olean
WHDL-FM

Rochester
WROC-FM
A Transcontinent Station

Syracuse
WSYR-FM

Utica-Rome
WRUN-FM

New England

Boston
WXHR

New Haven-Hartford
WNHC-FM
A Triangle Station

Providence
WPFM

Worcester
WTAG-FM

Middle Atlantic

Baltimore
WITH-FM

Philadelphia
WFIL-FM
A Triangle Station

Allentown-Bethlehem-Easton
WFMZ

Washington
WASH-FM

Through an arrangement with FM stations in leading markets outside our Network area, your QXR Network advertising can reach a **national audience** for little extra cost. Ask us for details.

Tv termed the best medium for suburbia

Tv outreaches newspapers in a market's suburbs and thus can carry the retailer's message beyond only the urban area.

This was the thought carried to Denver by Howard P. Abrahams, Television Bureau of Adv.'s vice president for retail sales, in a talk Oct. 26 before a retail clinic sponsored by both the National Retail Merchants Assn. and its Denver unit.

The vast coverage of urban and suburban areas has created a new marketing pattern for retailers, explained Mr. Abrahams, who outlined the growth to the suburbs in recent years led by young families who, he said, are the "people who need more of the things department stores sell." Suburban families, according to the TvB retail expert, earn and spend more than those in the city.

Suburbia • The non-electronic media, Mr. Abrahams commented, do not reach all of the retailer's customers. In Birmingham, he said, 44 per cent of customers live in town where newspaper circulation is 72 per cent, but 56 per cent of customers are out-of-town where newspapers deliver only 28 per cent of their circulation.

He cited the Charlotte retail trading area where tv circulation comprises 224,500 families, or 97 per cent greater than the total newspaper circulation.

As to costs in Charlotte, Mr. Abrahams said a 543-line print advertisement costs $21.39 per thousand compared to a tv minute of $6.48 per thousand. And, he commented, in Davenport, a retailer would have to use 29 daily newspapers to reach his customers.

Lee speaks in Wis.

Emergency Technical Communications, including facets of the Conelrad Broadcasting System, were outlined by FCC Comr. Robert E. Lee in an address before the Wisconsin Broadcasters Assn.'s annual fall meeting in Madison Oct. 23-24.

Hugh Boice Jr., vice president and general manager of WEMP Milwaukee, was appointed chairman of a state industry advisory committee to work with the commission in planning civil defense for Wisconsin. He will work closely with civil and military defense on availability of communications operations in the event of an emergency. His appointment was announced by Comr. Lee.

WBA delegates also were appraised of recent industry developments by Percy Tannenbaum, director of the U. of Wisconsin's Mass Communications Research Center. The association re-elected Mig Figi, Waukesha, as president as well as other officers (see FATES & FORTUNES). Social highlight was the Ohio State U.-Wisconsin football game in Madison Oct. 24.

Opens brokerage firm

Harris Ellsworth, former Republican congressman from Oregon, has announced the opening of a station-newspaper brokerage firm to serve the Pacific Northwest. Mr. Ellsworth will headquarter at his home in Laurelwood, Ore. His mailing address will be P. O. Box 510, Roseburg, Ore. Phone Orchard 2-2426.

MR. ELLSWORTH

Mr. Ellsworth was a member of Congress from 1942 to 1956. Upon leaving Congress, he served on the Civil Service Commission before returning to Oregon. A graduate of the U. of Oregon School of Journalism, he was the first manager of the Oregon Newspaper Publishers Assn. He resigned that post to become editor of the *Roseburg News-Review* and supervised building of that paper's KRNR Roseburg. He still owns stock in the newspaper and station.

New Maine station

WJAB Westbrook, Me., was slated to go on the air Nov. 1 with a top-40 format composed of big bands, rock 'n roll and newscasts. Personnel includes Raymond B. Durgin, station-sales manager, WCME Brunswick, Me., general manager; Walter J. (Mike) Norton, from WPOR Portland, Me., program director; Paramaz Baghdasarian, from WSMN Nashua, N.H., chief engineer. WJAB is on 1440 kc with 5kw.

Taft second quarter net is $248,000

Taft Broadcasting Co. has reported a net income after estimated taxes of $248,000 for the second quarter of its fiscal year ending Sept. 30. This compares to the net income of $148,000 for the same period in 1958, Hulbert Taft Jr., president of the publicly held broadcasting entity, reported. This is an increase of 67%.

For the first six months of the company's fiscal year, Mr. Taft announced, net income was $643,000—43.7% over the same 1958's period of $447,000.

The company's board of directors approved a dividend of 10¢ a share payable Dec. 15 to stockholders of record Nov. 15. The board also elected as vice presidents Roger B. Read, former manager of WKRC-TV Cincinnati and now in charge of administration and planning, and Donald Chapin, national sales manager for the Taft Stations.

In addition to its Cincinnati WKRC-AM-FM-TV stations, Taft Broadcasting Co. also owns WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WKYT(TV) Lexington, Ky. It is now a minority owner of WBIR-AM-FM-TV Knoxville, Tenn., but has bought 100% ownership pending FCC approval.

KVUE (TV) on air

KVUE (TV) Sacramento, Calif. began broadcast operations Nov. 1. Owned and operated by Capital Television Inc., (ch. 40 uhf). It is on a 4 p.m. to 11:30 p.m. schedule daily.

The station will serve the metropolitan and greater Sacramento areas. Staff includes Lance Holien, operations manager, Richard Godon, sales manager and Jay Kloer, chief engineer.

TV'S BIG BOOST TO POWER COMPANIES

The Television Bureau of Advertising which has an affinity for facts about the medium it promotes, has come up with this data on tv power usage:

The electric power industry, says TvB President Norman E. Cash, receives over $511 million a year in new income created by usage of tv sets. As these same sets are replaced with color, power sales will increase to more than $700 million.

In an independent analysis—after consulting power companies throughout the U.S.—TvB reported yearly tv power usage in the regional sections of the country as follows:

New England—$41.7 million, over $58 million with color.

Middle Atlantic—$123.7 million, $173.7 million with color.

East North Central—$115.7 million, $162.4 million with color.

West North Central—$52.2 million, $73.3 million with color.

South Atlantic—$58.6 million, $82.3 million with color.

East South Central—$17 million, $23.9 million with color.

West South Central—$46.6 million, $65.4 million.

Mountain—$16.4 million, $23 million with color; Pacific—$39.7 million, $55.7 million with color.

DES MOINES TELEVISION

FACTS

The most recent TV audience measurement made in this market (Nielsen, July, 1959) revealed that KRNT-TV delivered more television homes than its competitors.

The survey by ARB in January of 1959 showed the same thing.

SPECIFICS:

(from Nielsen, July, 1959 survey, homes viewing)

Paar on KRNT-TV leads against movies by **19.8%!**

The KRNT-TV 10:30 PM strip of local and syndicated half-hours leads against movies by **21.9%!**

The KRNT-TV 10:00 to 10:30 PM local news, weather and sports leads against news - weather - sports by **46.6%!**

And here is something to think about. Among local advertisers, where THE TILL TELLS THE TALE, KRNT-TV consistently carries more local advertising than its competitors combined!

MORE SPECIFICS:

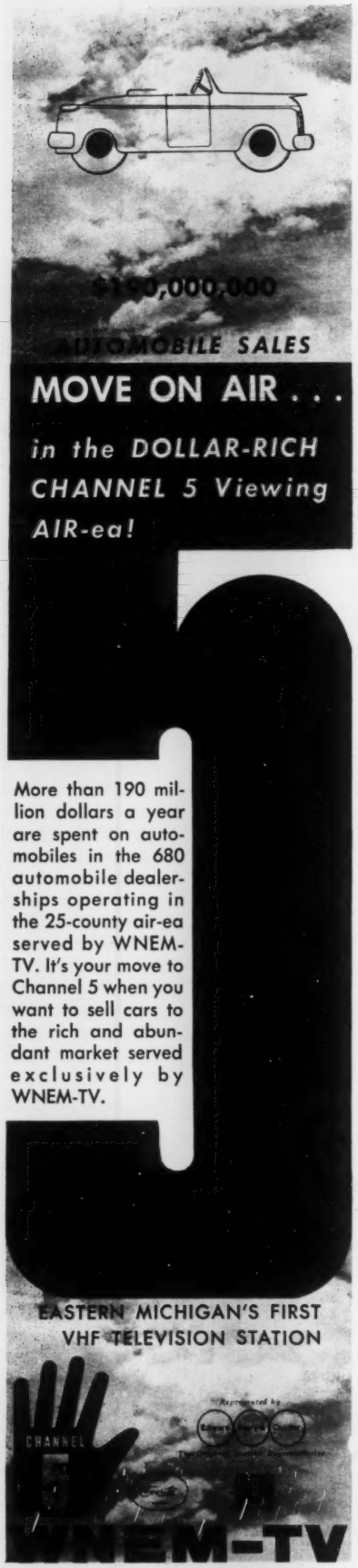
KRNT-TV carried over **80%** of all the local business in 1958!
KRNT-TV carried over **79%** of all the local business in 1957!
KRNT-TV carried over **80%** of all the local business in 1956!

So far in 1959, KRNT-TV's local business is running at about the same ratio. Yes, when that cash register must ring in order to stay in business, those who know the stations best choose KRNT-TV four to one!

DES MOINES TELEVISION

KRNT-TV CHANNEL 8

A COWLES STATION REPRESENTED BY THE KATZ AGENCY, INC.


$190,000,000
AUTOMOBILE SALES
MOVE ON AIR . . .
in the DOLLAR-RICH
CHANNEL 5 Viewing
AIR-ea!
More than 190 million dollars a year are spent on automobiles in the 680 automobile dealerships operating in the 25-county air-ea served by WNEM-TV. It's your move to Channel 5 when you want to sell cars to the rich and abundant market served exclusively by WNEM-TV.
EASTERN MICHIGAN'S FIRST
VHF TELEVISION STATION
CHANNEL
WNEM-TV

AFFILIATES BUY NBC'S PLANS

New 'Program Service' to begin Jan. 1

NBC Radio officials wound up their five-city series of affiliate meetings on the network's new program plan last week and announced that, assured of full affiliate support, the plan definitely will go into effect as scheduled on Jan. 1, 1960.

The plan is to present *Monitor*, news and special events on the conventional network basis (with compensation to stations) and to offer entertainment programs which affiliates may buy or not, according to their needs (BROADCASTING, Oct. 19 *et seq.*).

Matthew J. Culligan, executive vice president in charge of NBC Radio, told BROADCASTING after the wind-up session in Chicago on Wednesday, that more than 160 affiliates had been represented at the series of meetings; that approval of the plan had been put to a voice vote at each session, with not one "nay" being registered, and that consequently "I don't have a single doubt" that most affiliates will accept the plan.

Football Conflicts • A number of stations had protested any request for clearances that would interfere with their local football and baseball broadcasts. Mr. Culligan confirmed that this subject was raised at all five meetings. But he said a solution had been devised permitting stations to delay *Monitor*—the weekend service which is in conflict with such sports events—for 60 or 90 minutes as necessary to avoid interference with the local broadcasts.

George Harvey of WFLA Tampa, chairman of the NBC Radio Affiliates Executive Committee, who himself had made the cross-country swing with Mr. Culligan and other network officials, said he was confident that virtually all stations would go along with NBC's request for 100% clearances. He said the meetings also produced "a lot of good, constructive ideas" about the handling of network programming—none of them major in itself, but all adding up to substantial improvement.

"I think this plan will revitalize all stations," Mr. Harvey said. "With it, they can build any image they please. If they want to be extreme they can sound just as independent as the screamer down the block. Or, if they wish, through the new NBC Program Service—which lets them buy entertainment programs to fit their needs and wishes—they can sound just like they've sounded for the last 25 years. This plan lets them be what they want to be."

Heavy-Traffic Times • Mr. Harvey observed that 7 and 8 a.m. and 6 p.m., for example, are important local-sales times for all stations and in the case of big outlets represent "hundreds of thousands of dollars." If stations are willing to give up these local revenues in order to clear for hourly network news analyses as well "they must like the plan."

Harold Grams of KSD St. Louis said the plan "fits us perfectly—if they had asked us to blueprint it ourselves, we couldn't have done it better." He said KSD considers news "the best service we can provide" and that the new NBC format both perpetuates and strengthens the NBC News service.

He acknowledged that the NBC plan was somewhat akin to what he and a half-dozen other affiliates had in mind when they held a separate session of their own a few months ago. But he indicated that this was not otherwise related to that, and suggested the earlier meeting might best be forgotten now.

The regional meetings were held in Atlanta, Dallas, New York, San Francisco and Chicago, starting Oct. 19 in Atlanta. Mr. Harvey made the swing with NBC officials to all sessions except the one in New York.

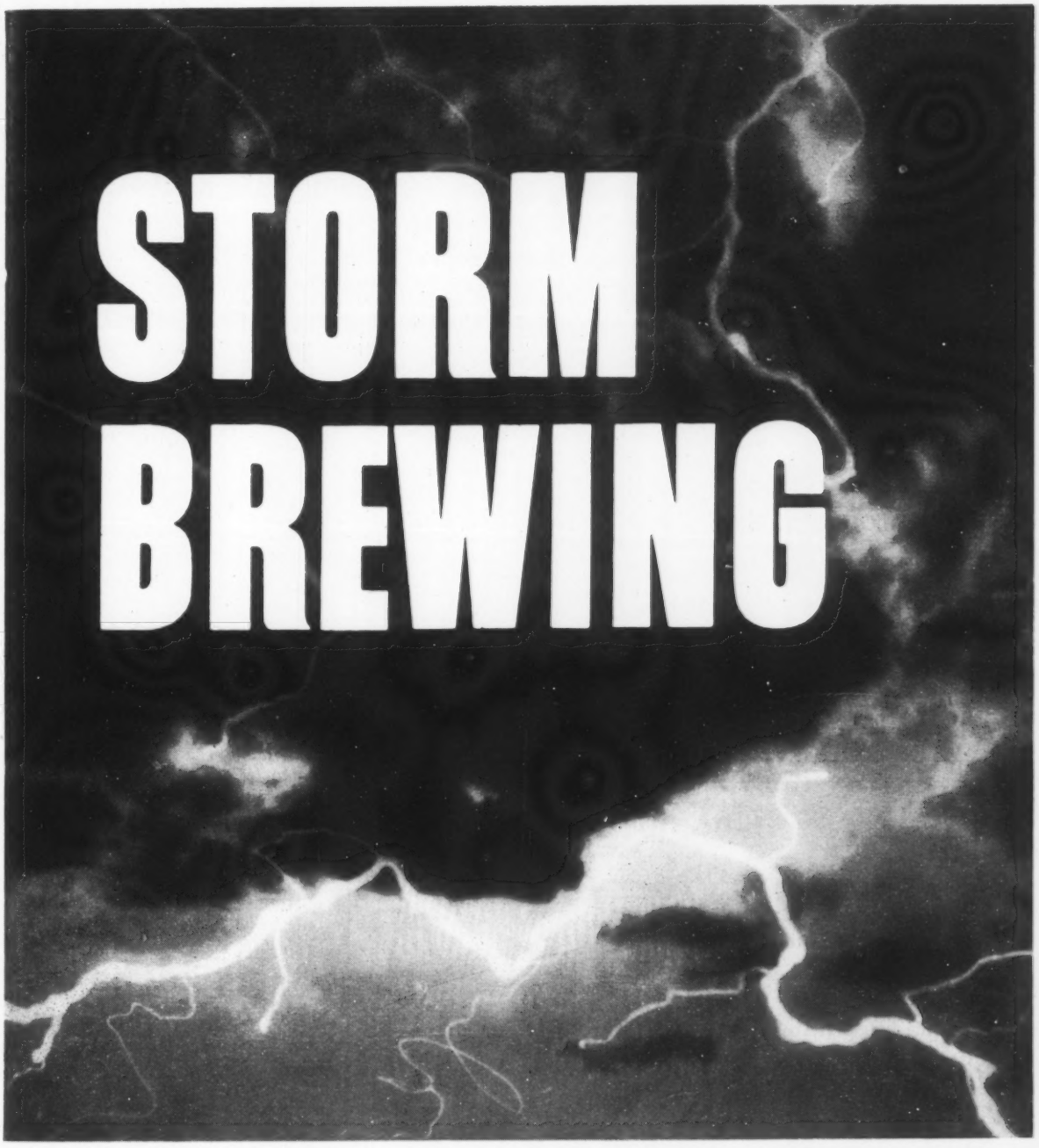
Tv expose in Miami brings vice crackdown

Two half-hour news programs on WTVJ (TV) Miami, Fla.—a filmed one showing minors buying liquor, playing pinball machines and purchasing obscene literature in violation of city laws, and a "live" one featuring a "B-girl" who described how she and other B-girls fleeced "suckers"—have resulted in a proposal by the Miami City Commission to close down all strip-tease joints and B-girl hangouts, the station reports.

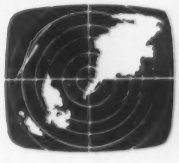
The two WTVJ programs—"Honky Tonk" and "Honky Tonk No. 2"—are the first two of a 12-part series being telecast by the station's news department under the title of *F.Y.I.* (For Your Information).

WTVJ's "Honky Tonk No. 2," in which a B-girl interviewed "live" told how she and her co-workers "relieved suckers" of as much as $3,000 in one night, proved to be more than the City Commission could stand. After the first program it had called a special meeting to investigate non-enforcement of laws by Miami police, but found no "proof" of non-enforcement.

Second • But when the second program, featuring the B-girl, was telecast, another meeting was hurriedly called



Viewers see it on WSB-TV Weather Radar



In mid-summer Atlanta's WSB-TV became the first in this area to bring weather radar to viewers. Range of the station's scope covers 92,941 square miles!

This new visual dimension of weather forecasting further broadens WSB-TV's strong public information service. And it adds another telling factor to be considered by advertisers when they weigh the qualitative advantages offered by WSB-TV in this 3-station television market.

ATLANTA'S

WSB-TV

CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

and the city attorney was instructed to draw up an ordinance to close all strip joints. The commission felt that even if such a law didn't stand up, court tests and other technicalities would keep it effective for years. WTVJ noted that Miami already had laws governing such places, but that when the police chief reported they were difficult to enforce, the commission inaugurated the "closing" measure.

Local newspapers gave the story only small play, WTVJ reports, until the full impact of the tv programs began to be felt. Then they suddenly increased their coverage, but still haven't printed "a word" about what caused the sudden interest by the commission in strip joints, says the station.

PCP'S VALUE
Some stations helped by CBS program plan

Some stations (including the network's own) which stayed with CBS Radio or joined it after it introduced its Program Consolidation Plan have done better than those that disaffiliated.

This is the substance of a three-page, single-spaced letter which Arthur Hull Hayes, CBS Radio president, has sent to affiliates. The letter was prompted by a BROADCASTING article on WJR Detroit ("A Big Station Bucks Radio Trend") in the Oct. 12 issue.

Quotes Feature Story • Quoting from the BROADCASTING article, Mr. Hayes said that WJR's local and national spot revenue in the nine months ending September 1959 was 4.7% over similar revenue in the nine months ending September 1958. (WJR turned independent last May 24 after years of CBS affiliation.) Comparable figures for six of the seven CBS Radio owned stations show an 11.4% increase, Mr. Hayes said. WCAU Philadelphia was not included because it was purchased by CBS during the comparative period.

Mr. Hayes pointed out that the BROADCASTING story did not deal extensively with the subject of audience size for the good reason that "it's too soon for ratings to mean much." But he suggested there was "something of a story" in ratings changes on two stations in the "WJR area" which became CBS Radio affiliates after WJR left.

Pulse reports for June-July-August 1959 and for March-April 1959 show that WKMH Detroit has had "share-of-audience increases ranging from 7% to 63% in its network time periods over the same periods pre-network" and a 10% increase in local program share.

The same Pulse comparisons show for WTOD Toledo "a 40% increase in average share of audience for its network quarter-hours over the same quarter-hours pre-network," Mr. Hayes said. WTOD's local programs have had a 14% increase in share-of-audience, he added.

Mr. Hayes also discussed the comparison of rates which the network charges for a station and those which the station itself commands in spot sales. WJR officials were quoted in the BROADCASTING story as saying that the prices charged for WJR in network sales ran as low as 20% of the prices the station itself received in spot selling. Mr. Hayes explained:

Class A • "WJR's use of Class A rates for greater periods of time than the general run of stations (6:30 a.m. to 11 p.m.) most strongly influences the ratio of local to network rates in the network's lowest rate availability period."

Mr. Hayes said that a comparison of WJR's spot rates against its network rates in comparable periods showed far less discrepancy than 20%. In some time periods the network rate ran as high as 87.3% of the WJR spot rate, he said.

In the BROADCASTING story WJR officials were quoted as saying that WJR had trouble selling adjacencies to network programs. The 12 stations represented by CBS Radio Spot Sales currently report that 84% of their minute network adjacencies are sold, Mr. Hayes reported.

Nowhere in Mr. Hayes' letter was the accuracy of the BROADCASTING story questioned. His letter was circulated only to affiliates.

In an apple barrel

just one bad one can destroy all the good ones left. In selling a radio station, the nationwide firm of Blackburn & Company cannot afford any 'bad apples'. That's why every station transaction with Blackburn & Company is a quality brokerage action.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WRGP-TV Chattanooga, Tenn.: 70% interest sold by Ramon G. Patterson to WSTV Inc. (Friendly Group) for $1¾ million. Other 30% already owned by Follansbee Steel Co., principally owned by Berkman family who are principal owners of Friendly Group stations. Transaction was handled by R. C. Crisler & Co. Station is ch. 3 and affiliated with NBC. It began operating in 1956.

• WFGA-TV Jacksonville, Fla.: 26½% of voting stock ($304,750), 40% of preferred ($60,000) and notes owed to him by station ($167,085) sold by George H. Hodges to Wometco Enterprises Inc. for total $531,835. Wometco—which owns WTVJ (TV) Miami, WLOS - AM - FM - TV Asheville, N.C.-

CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CBS TELEVISION

CHANNEL 10 • CBS—ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

Greenville - Spartanburg, S.C., theatre chain and other interests—increases its voting stock in WFGA-TV to 46½% and preferred to 60%. Mr. Hodges, president, is retiring from active business. WFGA-TV is on ch. 12, affiliated with NBC-TV (primary) and ABC-TV (secondary). It began operating in 1957.

• KKIS Pittsburg, Calif.: Sold by Ronald B. Woodyard group to Burrell L. and Len H. Small for $350,000. The Smalls own WKAN Kankakee and WRRR Rockford, both Illinois, and also publish the *Kankakee Journal* and *Ottowa* (Ill.) *Republican Times*. The transaction was handled by Blackburn & Co. KKIS is 5 kw on 990 kc.

• WPET Greensboro, N.C.: Sold by Guilford Advertising Agency to James S. Beattie and wife for $170,000. Mr. Beattie, a Washington, D.C., advertising agency man, already owns 45% of WBUT Butler, Pa., and 33⅓% of WELE Daytona Beach, Fla. He sold his interest in WPTX Lexington Park, Ky., last summer. WPET operates on 950 kc with 500 w, daytime.

• KCIX-TV Nampa, Idaho: Sold by Roger L. Hagadone to KTLI Inc. for $128,600. KTLI Inc. is 80% owned by KBLI Inc., licensee of KBLI Blackfoot and of KTLE(TV) Pocatello, Idaho, and 20% by Joe Bloom (Forjoe Inc.). KBLI Inc. principals (Howard D. Johnson and others) also own KNAK Salt Lake City. KCIX-TV is independent on ch. 6, began operating in November 1958.

• WZKY Albemarle, N.C.: Sold by Jake T. Presson, Lottie P. Kellum and H. E. Payne to Robert R. Hilker and others for $70,000. Mr. Hilker has interests in WGCG Belmont and WEGO Concord, both North Carolina, and WPCC Clinton, S.C. Transaction was handled by Paul H. Chapman Co. WZKY is 250 w daytimer on 1580 kc.

• KCOG Centerville, Iowa: Sold by Robert K. Beck and associates to Leroy Okerlund and group for $55,000. Mr. Beck also publishes the *Centerville Iowegian*. Broker was Blackburn & Co. KCOG is 100 w fulltime on 1400 kc.

• WLSC Loris, S.C.: Sold by Terrell J. Rozier, Arthur D. Nix and associates to Pee Dee Broadcasting Co. for $45,000. Pee Dee company comprises James Harpring, Walter Molic and Joel E. Cole, who also own WATP Marion, S.C. Broker in the transaction was Paul H. Chapman Co. WLSC is daytimer with 1 kw on 1570 kc.

Settle quiz account

NBC last week confirmed reports that the network had settled a "personal services" contract with Barry & Enright Productions, New York, for $26,000 a week before the Congressional investigation began. In May 1957, B & E sold four quiz programs—*Do Re Mi, Twenty One, Tic Tac Dough* and *Concentration*—to NBC for $2.2 million. B & E produced the shows for the network until Oct. 1958 when charges of "rigging" erupted. Since that time, B & E had a "personal services" contract with the network, the precise details of which has not been explained by NBC.

Sealed with a shake • The new owner of WIP Philadelphia greets the new vice president of Metropolitan Broadcasting Co. John W. Kluge (l), president of Metropolitan, and Benedict Gimbel Jr. (r) president of WIP, seal with a handshake the $4.5 million purchase of WIP by Metropolitan, which includes the appointment of Mr. Gimbel as vice president in charge of radio for all Metropolitan stations (BROADCASTING, Oct. 26). Mr. Kluge also announced that Metropolitan Broadcasting will pursue the WIP application for ch. 12 in Wilmington, Del. WIP is one of four applicants for the vhf channel relinquished earlier this year by Storer Broadcasting Co. The others: Rollins Broadcasting Co.; Egmont Sonderling and associates and the Metropolitan Philadelphia Educational Radio-Tv Corp.

AB-Paramount profit

In its third quarterly report for 1959 released last week, American Broadcasting-Paramount Theatres Inc., New York, showed an estimated net operating profit of $1,340,000 or 32 cents a share, compared to $1.1 million or 25 cents a share in the like period of 1958.

For the first nine months of 1959, AB-PT's estimated net operating profit was 26 percent higher than the like period a year ago, reflecting improvement both for the ABC Broadcasting and Theatre Divisions of the company, according to Leonard H. Goldenson, president. Net operating profit for the nine months was $5,226,000 or $1.22 a share compared with $4,142,000 or 94 cents a share for the same period last year.

• Rep appointments

• KOWH Omaha: Daren F. McGavren Inc., N.Y.

• WKAT Miami, Fla.: The Bernard I. Ochs Co. for southeast.

• KRKD Los Angeles and WATV Birmingham: Avery-Knodell Inc., N.Y.

• The Paul Bunyan Television Network (WPBN-TV Traverse City and WTOM-TV Cheboygan, Mich.): Venard, Rintoul & McConnell Inc.

• Media notes

News conference • More than 100 high school newspaper editors and their faculty advisors will attend Thursdays' (Nov. 5) WSB-AM-TV Atlanta-Henry W. Grady School of Journalism (U. of Georgia) News Broadcasting Conference. The meeting is at WSB's White Columns studios, 8:45 a.m.-3:30 p.m. A year's tuition scholarship to the journalism school will be offered by the stations in a contest for students. Contestants will enter their interpretations of the conference after the meeting.

KOIL moves offices • KOIL Omaha, Neb., executives have moved from the studios to 8401 Dodge there.

Broker moves • Edwin Tornberg & Co. (national radio-tv broker), has moved its west coast office to 860 Jewell Ave., Pacific Grove, Calif. Telephone: Frontier 2-7457.

WPNC on air • WPNC Plymouth, N.C., commenced operation Sept. 11. The station is owned by Harry A. Epperson Sr., owner of WBRG Lynchburg, Va. WPNC, managed by Lewis R. Kurtz Jr., is on 1470 kc. with 1 kw.

Four more to ABC • ABC Radio has announced signing of four new affiliates—WICU Erie, Pa.; KWEB Rochester, Minn.; WPCF Panama City, Fla., and KCKC San Bernardino, Fla. WICU is owned and operated by the Dispatch Division of Airway Branches Inc. Edward Lamb is president and Ben McLaughlin is general manager. KWEB is owned and operated by Olm-

For outstanding public service in creating new Zesta customers, we proclaim
Joe Andrews
WMAZ
Promotion Man Par Excellence!
The Strietmann Biscuit Company
Division, United Biscuit Company
Cincinnati, Ohio

WMAZ...wins!

Middle Georgia Radio and Television Stations Win First Place in ZESTA *Contest!*

An unusual, distinctive, custom-tailored promotion and merchandising program captured first place in the country in the Zesta contest for WMAZ Radio and Television in Macon, Georgia. The judges, in selecting WMAZ for the award, pointed out that the station used fresh, new ideas rather than stale approaches to promotion and merchandising.

We are proud to salute WMAZ Radio and Television as the winner in our contest for the best promotion campaign built around the introduction of the new Zesta 8-pak carton.

The Strietmann Biscuit Company

A DIVISION OF UNITED BISCUIT COMPANY OF AMERICA

Looking ahead • Planning for NAB's 1960 convention has begun as the Engineering Conference Committee met last Wednesday (Oct. 28) in Washington to consider more than 100 technical papers offered or suggested for presentation at the annual Broadcast Engineering Conference. Approximately 20 papers will be selected. Attending the committee meeting were (seated, l to r) Russell Pope, KHSL-AM-TV Chico, Calif.; George Hixenbaugh, WMT-AM-TV Cedar Rapids, Iowa; Warren Braun, WSVA-AM-TV Harrisonburg, Va. (committee chairman); A. Prose Walker, NAB engineering manager; George W. Bartlett, NAB assistant engineering manager; (standing, l to r) Harold E. Fellows, NAB president; James D. Parker, CBS-TV; Raymond F. Guy, NBC; Frank Marx, ABC; J.R. Livesay, WLBH Mattoon, Ill.; and Allan T. Powley, WMAL-AM-FM-TV Washington, D.C. 1960 convention will be held April 3-7 in Chicago.

sted County Bcstg. Co. John Grandy is president and W.E. McLenahan is general manager. WPCF is owned and operated by Bay County Bcstg. Co. E.L. Dukate is president and general manager. KCKC is owned and operated by M.V.W. Radio Corp. Raymond T. McKenzie is president and Clair A. Weidenaar is vice president.

Paschall plaque • The late Walter Goode Paschall of WSB-AM-TV Atlanta, Ga., who died May 5, is commemorated on a plaque given by the city to be placed in one of Atlanta's housing projects. Mr. Paschall was active in slum clearance activities.

WBIC getting set • WBIC Islip, N.Y., due to go on-air soon, has completed its transmitter building. The new daytimer will be on 540 kc with 250 w.

Studio for KIVA (TV) • KIVA (TV) Yuma, Calif., has inaugurated new 37x 50 ft. studio-production facilities. Features are sliding rear doors providing access for automobiles, scenery, etc.; technical equipment for live and projected programming in the master control room, a dark room, conference room and clients' viewing area.

KVI moves • KVI Seattle moved Sept. 14 into its new $100,000 facilities in the Tower Bldg. at 7th and Olive Sts.

KYA-FM hours • KYA-FM San Francisco now is on the air 7 p.m.-1 a.m. every evening with unduplicated programming.

At French Lick • Indiana Broadcasters Assn. adopted revised dues structure for members and heard industry speakers at its fall meeting in French Lick Oct. 9-10. Joseph Higgins, WTHI - AM - TV Terre Haute, presided as IBA president over conference, which drew about half of organization's membership. Among speakers: John F. Box Jr., managing director, Balaban Stations; Charles Tower, NAB manager of broadcast personnel and economics, and John L. McClay, general manager of WJZ-TV Baltimore, Md., Westinghouse station.

WDXI (TV) fulltime • Ch. 7 Jackson, Tenn., has started operating from 10 a.m.-midnight, Monday-Saturday. WDXI (TV) formerly signed-on at 2 p.m.

WAFM (FM) on air • WAFM (FM) has commenced operation. It's on 93.1 mc, with 17.5 kw.

Reaching out • WGAN-TV Portland, Me., after a period of extensive testing, Friday (Oct. 30), officially began full-power, full-time transmitting from its new 1,619-foot tower, said to be tallest in the world, according to Creighton E. Gatchell, vice president and general manager of Guy Gannett broadcasting services. Reception from the ch. 13 CBS-TV outlet was excellent as far away as 70 miles, Mr. Gatchell said.

Nominations due • National Conference of Christians and Jews, N.Y., reminds that nominations for the seventh annual Brotherhood media awards must be submitted by Nov. 24. Winners will be named during Brotherhood Week, Feb. 21-28, 1960. Among the categories: advertising campaigns (national and local): radio programs and television programs (both series and single broadcasts eligible). Entry forms may be obtained from NCCJ headquarters at 43 W. 57th St., New York 19.

Visitor from Thailand • American Broadcasting Co., in cooperation with the National Educational Exchange Service of the State Dept., is hosting Pichai Vasanasong, tv producer-director from Thailand, who arrived in New York Oct. 26. The visit resulted from the five-week tour of Australia and Southeast Asia made last month by Leonard Goldenson, president of AB-PT Inc., and Oliver Treyz, ABC-TV president. Mr. Treyz invited Mr. Vasanasong to New York to observe and study tv programming and technical operations. The government of Thailand operates two stations in Bangkok and is planning to build three more in that country, it was learned.

Pacific Ocean Park • CBS Inc. and Los Angeles Turf Club have sold Pacific Ocean Park, oceanside amusement park at Santa Monica, Calif., to John M. Morehart, west coast beach property developer. Price was not disclosed but reportedly was in excess of $10 million. CBS and the Turf Club had jointly and equally owned the park, which was opened in July 1958. Subsequently, Jack Van Volkenberg, who was former president of CBS-TV, took over as operating head of POP, remaining in that capacity through the present season which ended Oct. 11, when the park closed for the winter. Mr. Van Volkenberg was in Florida last week and not available for comment.

Adds second vtr • WTTG-(TV) Washington, D.C., announced the purchase of a second Ampex video tape recorder on the anniversary of their initial purchase. John E. McArdle, general manager of the Washington station said that the second recorder "will add a new dimension to WTTG (TV)'s telecasting potential. We will now be able to transmit video tape, while at the same time we are producing new tapes. Our ability to videotape record programs and commercials now becomes limitless."

Music fund raiser • American Composers Alliance, New York, last week named comedian-musician Jack Benny as winner of its Laurel Leaf Award for 1959, presented annually for distinguished service to music in America. The award, which will be given to Mr. Benny by Ben Weber, president of the ACA, at the President's Ball of the National Press Club in Washington on Nov. 21, is in recognition of Mr. Benny's benefit concert appearances. In the past four years he is credited with raising more than $1.5 million for musicians and music organizations.

Action on access • W.C. Swartley, Westinghouse Broadcasting Co. vice president for the Boston area and 1959 president of the Massachusetts Broadcasters' Assn., has recommended that the association set up a permanent freedom of information committee. Its first project would be to set up demonstrations and discussions on court coverage with local bar associations. This would complement work done at the national level by NAB, he said.

Windfall • Big Joe's Happiness Exchange Foundation, distributor of charitable funds collected by Big Joe Rosenfeld through his nightly (midnight-4 a.m. EDT) program over WABC New York, has received a $1.21 million bequest in General Motors stock. It was left by Mrs. Dewitt Page, who died Oct. 5. The widow of a General Motors vice president three years ago had given the Happiness Exchange Foundation $40,000 in cash. The 22,060-share block of GM stock left the foundation was the largest single gift in a will distributing millions to charity, schools and relatives.

AMST gains five • The Assn. of Maximum Service Telecasters has announced that five more video stations have joined the organization, bringing its total membership to 125. New members: O. M. Schloss, WIIC (TV) Pittsburgh, Pa.; Robert R. Thomas Jr., WOAY-TV Oak Hill, W.Va.; Hulbert Taft Jr., WTVN-TV Columbus, Ohio, and WBRC-TV Birmingham, Ala., and Thomas S. Bretherton, WTOL-TV Toledo, Ohio. AMST is composed of tv stations operating on maximum authorized power and has participated in tv allocation studies.

New home • Caribbean Networks Inc., N.Y., formerly at 200 W. 57th St., moved Sept. 28 to 20 W. 43rd St., Zone 36. Telephone: Longacre 5-7840.

Signs lease • WVOX New Rochelle, N.Y., which has had its facilities in two separate locations, has signed a long-term lease to consolidate its operations in the Pershing Square Bldg., 270 North Ave., there. WVOX will occupy more than 2,000 square feet in the building's lower lobby.

More space • ARB Surveys Inc., associated with American Research Bureau Inc., New York, has moved to larger quarters at 11 W. 42nd St., New York 36. Telephone: Wisconsin 7-6977. The company was formerly at 201 E. 57th St.

Lamb profits • Third quarter profits of Lamb Industries Inc. totaled $187,521.74, Board Chairman Edward Lamb reported last week to stockholders. Earnings per share for the three months ended Sept. 30 were 17¢. For the first nine months of 1959, the company had an operating profit of $376,811.78, or 34¢ per share. Figures for the same period of 1958 are not comparable, Mr. Lamb said. Included in the diversified Lamb properties are WICU-AM-TV Erie, Pa., and WMAC-TV Massilon, Ohio, a uhf which is not on the air.

WKVT turns turf • WKVT Brattleboro, Vt., is under construction by the WKNE Corp. (WKNE Keene, N.H.). It's slated for completion next month. WKVT will be on 1490 kc with 250 w.

Predictions • KDKA Pittsburgh opens its 20-year-old time capsule today (Nov. 2) to broadcast predictions made in 1939 by a group of distinguished citizens. Each recorded his ideas of what life would be like in 1959. Today's broadcast will mark the pioneering Westinghouse station's 39th birthday. Broadcasting in front of the KDKA Radio Time Capsule on Nov. 4, 1939 (above l to r) were Lenox R. Lohr, NBC president; H. S. Wherrett, president, Pittsburgh Plate Glass Co.; and Dave Garroway, in 1939 a KDKA announcer. Next Monday (Nov. 9), new predictions will be made and sealed in the time capsule until 1979.

A TV SERVICE NETWORK?

Video tape key factor in current analysis; Khrushchev coverage, football set pattern

Can another television network be formed—and flourish? A full-grown, conventional network appears to be beyond the pale of reality. But on the drawing-board is a blueprint for a "service network" to provide selected types of news and topical programming to groups of stations on an interconnected basis.

The prime protagonist of this project is United Press International. The catalyst is television's wonderchild, videotape recording. Through the years, plans for a service network have been proposed for both radio and television. The economic bugaboo has been telephone line cost. UPI believes that this consideration can be resolved, though admittedly it wont be easy.

With little fanfare, UPI has implemented two projects that has given the organization a background in service networking:

• On September 15-17, through its subsidiary, United Press Movietone News, UPI established and operated a one-hour closed-circuit network that fed film coverage of the Khrushchev visit for video-tape recording by 11 stations and the Canadian Broadcasting Corp. and their subsequent use on local news programs.

• During the current football season, UPI has established an interconnected network, serving 58 stations with a one-hour tape program of each Saturday's Notre Dame football game for presentation on the air the following day.

"K" Coverage Analyzed • W. R. Higginbotham, manager of United Press Movietone, who supervised the Khrushchev experimental coverage, is now analyzing various facets of the project: the cost of establishing a service network; the ways the cost can be met, including various uses of the circuit; technical problems, and types of programming material to be furnished.

Mr. Higginbotham believes that a service network can become a reality and can make a useful contribution to television stations. He points out the service UPI is contemplating would provide about 20 minutes of newsfilm per day and notes that conventional networks, during their prime evening newscasts, utilize six or seven minutes of film footage. This factor, Mr. Higginbotham reasons, would make the UPI projected service useful to network as well as independent stations.

Within the next few weeks, Mr. Higginbotham hopes to complete a financial analysis of the Khrushchev project and discuss it with station officials who participated in the undertaking. Their reaction will help to shape UPI's future steps.

W. R. HIGGINBOTHAM
Studies "K" Coverage

Diversified Programming • Mr. Higginbotham concedes that it is "exceedingly doubtful" whether a video network can be financed solely for the purposes of a news or newsfilm service. He adds, however, that a solution lies through supplying various programming (sports, documentaries, special events) that would be devised by participating stations and acceptable to all of them.

The Khrushchev project was "a smashing success," according to Mr. Higginbotham. Without exception, stations praised the undertaking and only a few minor criticisms were voiced about such procedures as cueing. The quality of transmissions were called "excellent."

The Notre Dame football package is produced by Newspix Inc., New York, with UPI serving as sales agent and arranging for telephone circuits. The game is taped at the field; fed by cable to a nearby tv station (usually WNDU-TV South Bend when Notre Dame is playing at home) and edited to a one-hour version. The narration by Harry Wismer and Edward (Moose) Krause is supplied during the re-recording of the tape. Several duplicates also are made for air-mailing to stations who are unable to receive the regular feed originating from WNDU-TV the following day.

The Notre Dame project is under the supervision of Philip R. Curran, UPI's assistant director of client relations and Philip G. Reed, assistant general business manager.

Conley Electronics buys SRTS library

Purchase of the Standard Radio Transcription Services Music Library by Conley Electronics Corp., Skokie, Ill., was announced in Chicago last Wednesday.

The library will provide an additional source adaptable for Conley's new Moodmaster Automatic Background Music system for business establishments, according to Tom Parrish, director of audio programming. The library consists of over 7,000 selections recorded at an initial cost of $1 million. Among the artists in the diversified library (light concert, popular, dance, concert pop, vocal and novelty) are Tommy and Jimmy Dorsey, Bill May, David Lewinter, Bob Crosby and Frankie Lane.

The library will provide material for "mood" music magazines, with music re-recorded through a special control process, setting volume and determining necessary equalization. The system is leased or sold through local distributors. Purchase of the SRTS library was understood to be the first of a series of acquisitions by Conley as part of an expansion and diversification program.

Paramount film, vtr activity is expanded

Paramount Picture Corp. is reorganizing its tv activity in film production and tape.

The appointment of George Gruskin to head film programs and west coast operations for the new Paramount Tv Div. was announced last week. The division is headed by Robert J. Rubin, who works out of New York and provides liaison between East and West Coast. Mr. Gruskin, for many years identified with the radio-tv department of William Morris talent agency, will develop new programming for Paramount.

Paramount tv tape activity is being operated separately, it was announced by James A. Schulke, vice president of Paramount Television Productions. A stepped-up syndication program gets underway next year under Al Goustin, who will be offering a minimum of three tape series a year, it was reported. KTLA (TV) Los Angeles, owned by Paramount, has been active in tape production.

"Last time I ever try my hand in Kentucky without WAVE-TV"

The helpingest hand in advertising in Kentucky and Southern Indiana . . . that's us. The more you compare balanced programming, audience ratings, coverage, cost-per-thousand, or trustworthy operation, the more you'll prefer WAVE-TV.

* *Jack Paar gave us his blessing.*

And that goes for WAVE Radio, and for WFIE-TV, Evansville, too!

WAVE-TV

CHANNEL 3 • Maximum Power

LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives

Allied Artists enters tv production field

The entry of Allied Artists Picture Corp. into the tv production field was pointed up in an announcement last week that Allied Artists has entered into an agreement to produce two tv film series for distribution by ABC Films Inc.

The series will be financed by ABC Films and Allied Artists. Titles and cast information on the programs will be announced shortly and short material will be drawn from more than 200 stories in Allied Artist's motion picture library. The announcement said that production on the two series is scheduled to begin at AA's studios in Hollywood before the first of the year.

Recent feature films produced by Allied Artists include "The Al Capone Story," "The Big Circus," "Friendly Persuasion" and "Love in the Afternoon."

Screen strike would have no tv effect

A strike of Writers Guild of America against the major motion picture studios would have no effect on the writing of tv films, even those produced by those same studios, a WGA spokesman said last week. If the Nov. 3 meeting of the WGA membership, called to consider such a strike, approves strike action and a strike actually occurs, this would bar only those writers who are members of the screen writers branch of WGA from working for these studios.

Writers of tv films are covered by a separate contract. Thus, a WGA member might find himself on strike against Warner Bros. so far as theatrical films are concerned, but free to write for one of the eight series Warners is producing for ABC-TV.

WGA is currently on strike against 56 independent film producers with the question: Should writers of post 1948 theatrical feature pictures which are released to tv receive additional pay for them? Now the same question has caused a breakdown in negotiations between WGA and the Assn. of Motion Picture Producers, comprising the major studios.

Same Issues • The producers' stand is that they face the same issues with other guilds and unions and must consider them on an industry-wide basis, not piece-meal, union by union. The writers insist that if theatrical films made after 1948 are released for use on tv, they should be paid for this use.

The WGA contract with AMPP ran its course on May 15 and has been twice extended with Nov. 17 as its present termination date. AMPP has notified WGA that the major studios will not consent to any further extention and that after Nov. 17 the terms of the contract will no longer apply. WGA, which launched its strike against the independents on Oct. 10, has called the Nov. 3 meeting to discuss similar action against AMPP. The guild's tv contracts with the major studios run until Jan. 15, 1960.

SAG claims violations

Board of directors of Screen Actors Guild has authorized union executives to take immediate steps to halt violations of SAG's collective bargaining contract with Warner Bros., which SAG states have produced "widespread complaints from actors."

The SAG action followed a meeting of a special board committee with a large group of Warner's tv stars.

Alleged abuses concern violations of meal periods, rest periods and other working conditions, won for actors by SAG in collective bargaining, the union said, adding that failure to correct them would "have a most serious effect on negotiations for a new contract scheduled to start in December."

ORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Nov. 2-6, 9-11 (6:30-7 a.m.) **Continental Classroom.**

Nov. 2-6, 9-11 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Nov. 2, 9 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer & Son.

Nov. 3, 10 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Nov. 3, 10 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Nov. 4, 11 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman Craig & Kummel.

Nov. 4 (9-10 p.m.) **Another Evening With Fred Astaire,** Chrysler through Young & Rubicam.

Nov. 5 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Nov. 6 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N.W. Ayer & Son.

Nov. 7 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

Nov. 7 (10:30-11 a.m.) **Ruff and Reddy Show,** Mars through Knox-Reeves and Borden through Benton & Bowles.

Nov. 7 (1:15 p.m. to conclusion) **NCAA Football,** participating sponsorship.

Nov. 8 (4-6 p.m.) **NBC Opera Company presents "Fidelio,"** sustaining.

Nov. 8 (7-8 p.m.) **Riverboat,** Corn Products through Lennen & Newell.

Nov. 8 (8-9 p.m.) **Sunday Showcase,** RCA through Kenyon & Eckhardt.

Nov. 8 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Negro news service

Associated Correspondents News Service, Washington, has been formed to serve the nation's Negro radio stations. Taped five-minute daily newscasts and 15-minute weekly roundups are the services supplied to members. ACNS is designed to better inform the Negro audience with events in the Capital. Correspondents cover Capitol Hill, the White House, State Dept., Pentagon plus other agencies and foreign embassies. Their reports are edited, recorded and sent air mail to participating stations.

• Program notes

Sports wrap-up • Sterling Sports Div. of Sterling Television Co., N.Y., has sold its Boston Celtics-Boston Bruins radio package of 120 games to Ballantine beer, Blackstone cigars and Dodge automobiles. WHDH Boston will originate the broadcasts for airing on a 12-station network in New England.

Yuletide • Trans-Lux Television Corp. is offering tv stations a Christmas holiday package of five films—"Night Before Christmas," "Christmas Through The Ages," "Christmas Rhapsody," "Santa and the Fairy Snow Queen," and "Jerusalem, the Holy City."

Supermarket • The Daitch-Shopwell stores in the New York area have signed as the first supermarket chain outlets for NTA Storevision, it was announced last week by Ted Cott, NTA Storevision president. NTA Storevision will present the *Daywatch* programming of 54 hours of live tv over WNTA-TV Newark, starting Nov. 23 (BROADCASTING, Oct. 26). NTA Storevision hopes to beam the *Daywatch* programming to a total of 400 supermarkets, including 59 Daitch-Shopwell outlets

Behavior & peace • The U. of Michigan's WUOM (FM) Ann Arbor is producing *Human Behavior: Social and Medical Research,* a series devoted to "discussions of current research conducted in areas of the behavioral sciences and medical research." The series, composed of about 40 programs, is produced through a $3,450 grant from National Educational Tv & Radio Center for distribution by National Assn. of Educational Broadcasters. A second series of 20 programs about the problems of international relations and the study-promotion of world peace will be produced under a supplementary grant from the university's newly-formed Center for Research on Conflict Relations.

FACTS ON FEATHERBEDDING

In the next few weeks, increased public attention will be focused on the problems posed for the nation's railroads by union work rules which exact double to triple pay for single-time work and force the use of two to three men on a one-man job. The carriers' proposals of November 2, 1959, chart the way to end such waste by re-establishing the principle of a fair day's work for a fair day's pay. The basic questions newsmen ask about this timely topic are covered here as follows:

Q. What Is Featherbedding?

A. Webster's "New Collegiate Dictionary" defines the practice as "requiring an employer to pay unneeded workmen, or to pay for unnecessary or duplicating jobs, or limiting the amount of work to be done in a day as a means of stretching work." It is pay exacted for work not done or not needed, for services not performed, for goods not produced.

Q. What Makes the Problem Timely?

A. A three-year moratorium against changing the work rules that lead to featherbedding on the railroads expired Oct. 31, 1959, opening the door to proposals for a long-overdue overhaul.

Q. How Big a Problem Is Featherbedding for the Railroads?

A. Detailed ground-level studies of operating practices show that more than $500,000,000 each year is being wasted on unnecessary train-crew positions, for needless duplication of work, and for wage payments unjustified by the amount of work performed.

Q. What Concern Is All This to the General Public?

A. Since railroad revenues come only from the public, the American people pay the bill for featherbed waste whether this comes in inflated prices, reduced employment or weakened transportation service.

Q. How Did Featherbedding Arise on the Railroads?

A. There are three main causes: (1) the biggest is obsolete work rules dating from 1919 and earlier, which have remained largely unchanged despite a near-revolution in railroad technology and operating methods; (2) outside referees in contract disputes have interpreted many rules out of all context with original intent, and (3) "excess crew" laws in 23 states legalize featherbedding by requiring unneeded brakemen and other positions on trains.

Q. Where Is Featherbedding Concentrated?

A. In certain train-operating positions, mostly in through-freight and passenger service. All operating employees number about 210,000 — one fourth of total railroad employment.

Q. What Are the Specific Areas of Waste?

A. There are three: (1) requirements for unnecessary train positions such as for firemen who tend no fires on push-button diesel locomotives, (2) rigid jurisdictional walls that bar road crews from working in yards, and vice versa, and prevent railroads from extending train runs in keeping with rising train speeds, and (3) the 40-year-old dual pay system for train and engine crews.

Q. Is a Fireman Really Needed on Fireless Diesels?

A. No. This same conclusion was recently reached by an authoritative Royal Commission in Canada which held that the fireman's functions "have either totally disappeared . . . or are a mere duplication of what is discharged by another or others." As a result, firemen are now being withdrawn from diesel operations in freight and yard service throughout Canada.

Q. Should Not an "Extra Pair of Eyes" Be Aboard Anyway?

A. In freight and yard service, extra men are already on the job besides the fireman. In road freight service the fireman is the *third* man in the cab since the head-end brakeman also accompanies the engineer. In yard service, a ground crew works alongside the locomotive at all times. Equally important, railroads are NOT proposing to remove the fireman from *passenger* trains.

Q. How Do Jurisdictional Work Rules Result in Featherbedding?

A. Bans against interchanging road and yard train crews except at heavy penalty raise roadblocks to customer services, result in unnecessary engine and train crews, and lead to double or triple pay for single-time work.

Q. Can You Give Examples?

A. When yard employees work outside "switch limits," they usually get an *extra* day's pay for their work, while the road crew that *should* have done the work may demand and get an *extra* day's pay for NOT doing it. Also, the splitting of rail operations into divisions 100 or so miles long has led to multiple crew changes on short runs. Thus, on the 1,034-mile, 16½-hour passenger run between Chicago and Denver, a railroad must use eight different engine crews, with each man averaging 1¼ basic days' pay for 2 hours' running time.

Q. How Does the Mileage-Day Pay System Work?

A. All road enginemen as well as road freight crews draw a basic day's pay for covering 100 miles or less. Passenger conductors and trainmen put in 150 miles. This "piecework" pay plan was standardized 40 years ago and is based on a speed of 12½ MPH for freight trains and 20 MPH for passenger trains. Modernization has nearly doubled average train speeds since — but the pay rule remains unchanged, resulting in unearned "windfalls" and bleeding off the benefits of dieselization and streamlined service.

Q. How Will the Elimination of Featherbedding Affect Rail Employment?

A. During the past decade 500,000 jobs or an average of 1,000 jobs each week have disappeared on the competition-hit and featherbed-riddled railroads. By eliminating featherbedding and reducing internal costs, the lines can become more competitive, attract more business and stabilize or expand employment.

Q. What Is the Railroads' Basic Objective in Proposing Rules Changes?

A. Overhaul and modernization of the 1919 work-rules structure to conform with 1959 conditions. Stated in the most simple terms, the objective is *a fair day's work for a fair day's pay.*

• • •

For further information on this subject, write, wire, or phone (NAtional 8-9020).

ASSOCIATION OF AMERICAN RAILROADS News Service, Transportation Building, Washington 6, D. C.

'Way' bill • Bernard L. Schubert Inc., N.Y., has sold its *Way of Life* half-hour package of 143 dramatic programs to KOMO-TV Seattle, WFIL-TV Philadelphia, CKLW-TV Windsor (Ont.) Detroit and WGAN-TV Portland, Me. Total markets: 42.

Spanish on KEYT (TV) • *Tony Garcia Presents Television Espanol,* a weekly series of Spanish language movies began Oct. 24 on KEYT (TV) Santa Barbara, Calif. The series' host, Mr. Garcia, formerly was a d.j. with KIST Santa Barbara.

Sterling sales • Sterling Television Inc., N.Y., reports the following sales of film packages: *Time Out for Sports* to KTRK-TV Houston (for Singer Furniture Co. through Kamin-Hahas-Blumberg Inc., Houston), WDSM-TV Duluth, WTVW (TV) Evansville, Ind., and KUAM-TV Guam; *Abbott & Costello* to WFLA-TV Tampa, Fla. WHEC-TV Rochester, N.Y., and WRAL-TV Raleigh, N.C.; *Capt'n Sailor Bird Cartoons* to WGN-TV Chicago, WGR-TV Buffalo, and WKTV (TV) Utica.

Regal region • Regal Pale Brewing Co., San Francisco, has made the following purchases from Screen Gems Inc.: *Seven League Boots* for eight western markets, and *Behind Closed Doors* for Los Angeles, Bakersfield and Chico, all California. Regal's agency: Lennen & Newell Inc., New York.

New western • Four Star Television, Hollywood, has completed arrangements with NBC-TV to produce a new half-hour western series in partnership with the network. Sam Peckinpah will write and Brian Keith will star in series. Production begins this month.

New and renewed • Fremantle International Inc., N.Y., reports the following sales in Mexico City: *You Are There* was purchased by Cia. Mexicana Luz y Fuerza Motriz and *Twentieth Century,* which like *You Are There* is produced by CBS, was renewed for a second season by Asbestos de Mexico.

Series of champs • Flamingo Telefilm Sales Inc., N.Y., offers a new tv series titled *Live Like a Champion,* starring top sports personalities. The series is made available through Heritage Productions Inc., in association with the National Sports Council. The programs, which feature weekly guests interviewed by host Kyle Rote, are available on both film and video tape.

Video tape—a cure-all for etv's financial problems?

Video tape is a *wunderkind* to television as a whole, but educational tv, particularly, pins its hopes on tape to ease the financial strain of operations and solve some of etv's collateral problems.

Mid-November promises to be an eventful time of the year for the National Educational Televison & Radio Center, which makes its headquarters in New York and maintains distribution facilities at Ann Arbor, Mich. About Nov. 15, five Ampex tape recorders, including built-in tape reproducing equipment, will be installed at Ann Arbor.

NETRC believes that tape—and the tape-copying facilities—will help alleviate the four "problem-children" of educational tv—finance, program content, technical quality and timeliness of presentation.

By mid-November, the 41 educational stations affiliated with NETRC will be equipped with Videotape recorders. Soon thereafter, the "tape network" is expected to become a reality. The cost of the recorders is being underwritten by a $2,706,000 grant to NETRC by the Ford Foundation.

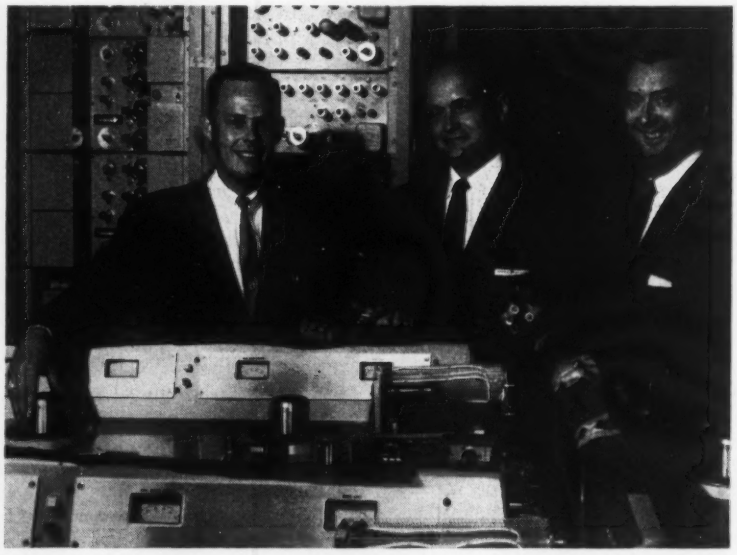
To the center and to educational tv stations, NETRC officials assert, the recorders and the copy attachments are calculated to alleviate shortcomings in the following areas:

• Finances: The tape-duplicating device will enable the Center to make tapes, and erase them for reuse. The Center need not, as in the past, make copies of films or kinescopes which lose value after the initial showing on stations.

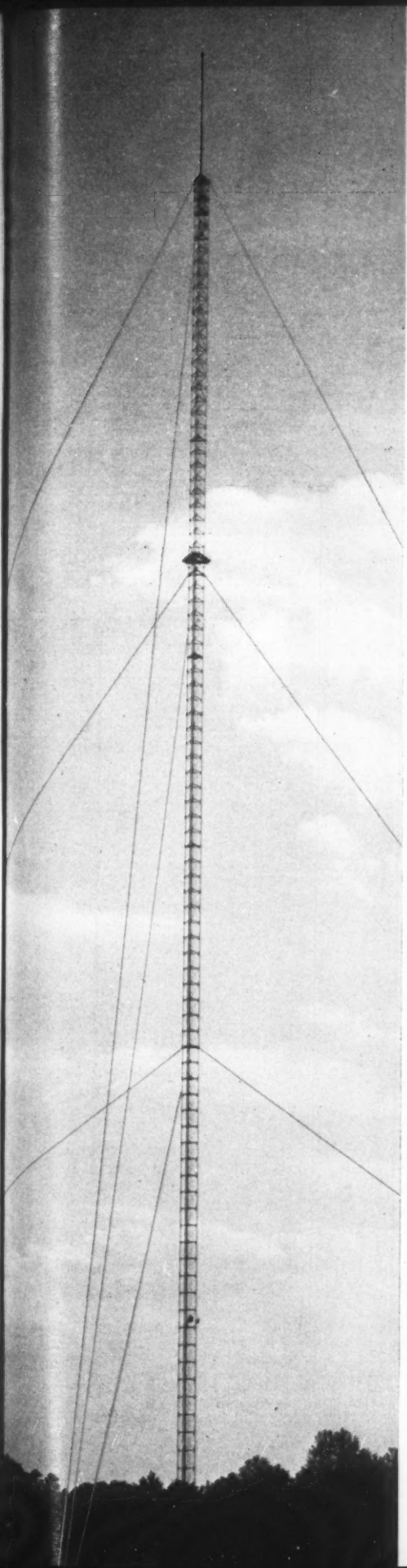
• Program content: Tape will permit stations to do remotes from outside the studios. On any national issue, for instance, all or a part of the stations will be able to present a round-up of opinion from the various regions and, through the Center, distribute the total product to affiliates. Tape will provide *mobility* and reduce the *sameness* of programming, for which educational outlets have been criticized in the past.

• Timeliness: Programming on educational tv outlets consists mainly of local live shows and films or kinescopes circulated by the Center. With the latter product, there often has been a time lag between program ideas and the showing of the film or kinescope on the last station. By making use of tape, the Center can turn out 32 copies in eight hours.

• Technical quality: Tape is expected to give programming the quality of live television in contrast to the "murky recordings" often produced on kinescope.



Education via tape • Howard Town (l), technical director of the National Educational Television & Radio Center, inspects some of the video tape television recorders with Bob Paulson (c) and Tom Merson, both of the Ampex Corp. Recorders with tape-duplicating attachments are to be installed at the Center's facilities in Ann Arbor, Mich., while 41 affiliated educational tv stations throughout the country will be equipped with recorders.



HARRY LE BRUN, Vice-President and General Manager, WLW-A, Atlanta, Georgia. WLW-A is the fourth Crosley station to install a Dresser-Ideco tower. The others are WLW-I, Indianapolis, Ind.; WLW-D, Dayton, Ohio; WLW-C, Columbus, Ohio

"Taller tower by Dresser-Ideco helps reach 683,000 more viewers.

"New 1042′ tower increases our coverage 32%," says Harry Le Brun of Atlanta's WLW-A.

"Here's how a taller tower is paying off for WLW-A. Our new 1042′ Dresser-Ideco tower with travelling wave antenna blankets 117 counties in Georgia, Alabama, Tennessee and North Carolina. That's 43 more than could be covered with the smaller 585′ tower it replaced. And now WLW-A reaches almost three-quarters of a million more Georgians than before. In Georgia alone, WLW-A's enlarged market has a buying income of $3.7 billion, seventy percent of the state's total. Its audience of 2,880,700 viewers account for over two-thirds of Georgia retail store sales."

WLW-A had good reasons for selecting a Dresser-Ideco tall tower when they decided to expand coverage. "We wanted a completely dependable tower for equipment as vital as our antenna," reports Harry Le Brun, "and no one matches Dresser-Ideco's experience in tall towers. It's easy to see the results of this experience. We were impressed with Dresser-Ideco's careful attention to detail at every stage of the job's development. They did an excellent job, we haven't had a bit of trouble. Believe me, it pays to deal with a top-notch tower designer-builder."

Dresser-Ideco has built over half the 1000′-plus television towers in service today. It will pay you to talk to Dresser-Ideco about your plans to grow bigger with a taller tower.

WLW-A's new 1042′
Dresser-Ideco tall tower.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-93
875 MICHIGAN AVE., COLUMBUS 8, OHIO

DRESSER IDECO

Selecting • Members of American Cinema Editors are selecting 10 (out of 33) tv films and the same number (out of 21) theatrical feature pictures as nominees from which the final winner and three runners-up in each category of editing awards will be chosen, both by mail ballot. Awards will be presented Dec. 8 at an ACEDS meeting at the Beverly Hills Hotel, Beverly Hills, Calif.

Tombstone adds • Ziv Television Programs, N.Y., reports that *Tombstone Territory* has been sold in a total of 54 markets, with latest sales to KSYD-TV Wichita Falls, Tex.; WALA-TV Mobile, Ala.; KTVB (TV) Boise, Idaho; KIDO-TV Idaho Falls, Idaho; KVII (TV) Amarillo, Tex.; KLIX-TV Twin Falls, Idaho; KPTV (TV) Portland, Ore., and KSL-TV Salt Lake City.

Down videoways alley • A projected tv tape series, *Stars and Strikes* is being offered by Videoways Inc., N.Y. Show host is Paul Winchell and the pilot tape features show and sports personalities as guest stars. Bowlers include contestants with certified averages as well as average bowlers, with home viewers offered a chance to participate in the competition. Co-producers for Videoways are Burton Greenberg and Vincent Tilotta.

Radio mystery market • Charles Michelson Inc., N.Y. program syndicator, sees a radio trend in current sales. In one day, Michelson sold 14 half-hour mysteries. KGEE (TV) Bakersfield, Calif., the syndicator says, is scheduling 12 mystery half-hours, running two each night, six nights a week, 11:30 p.m.-12:30 a.m. KLMX (TV) Clayton, N.M., bought two of the shows for the Wednesday 1-2 hour, Michelson reports.

'Highway Patrol' re-runs • Ziv economee reports that re-run programs of *Highway Patrol* have been sold in 63 markets with sales in major cities made to KTTV (TV) Los Angeles, WNTA-TV Newark, WBZ-TV Boston, WGR-TV Buffalo, WFAA-TV Dallas, WWL-TV New Orleans, WCKT (TV) Miami, KPRC-TV Houston, WTAE (TV) Pittsburgh, WSB-TV Atlanta, WGN-TV Chicago, and KSL-TV Salt Lake City.

ABC Films Inc. • Has completed 15 additional sales of *The People's Choice* series, raising total markets sold to 100, and has sold *Adventures of Jim Bowie* in ten cities, raising total number of markets to 75.

GOVERNMENT

AN AMBER LIGHT FOR VHF BOOSTERS

One poser: how strict can standards be without being self defeating?

The FCC is preparing to authorize vhf boosters.

Last Monday and again on Wednesday the Commission took up a staff document which would legalize the hundreds of illegitimate repeaters which have dotted the Northwest for the last several years.

A majority of the five commissioners who were present at both meetings were understood to favor the issuance of this document. Only Comr. Robert T. Bartley is known to have opposed this move. Comrs. Rosel H. Hyde and T.A.M. Craven are attending international meetings.

Because of still unsolved problems, the release of the order is being held in abeyance.

Basically, the Commission is pondering the degree of technical standards which it would require tv repeaters to meet. It is feared that if these standards are too stringent, the Commission's move would be self-defeating. Booster operators would continue to "bootleg" tv signals from distant cities as they do now.

Another factor troubling FCC lawyers is what to do about existing boosters. The Communications Act prohibits the FCC from issuing licenses to applicants who begin construction before the issuance of a grant for construction.

Boosters came into existence, mainly in the rugged terrain of the Northwest several years ago, bringing big city tv signals to small communities unable to receive good signals from existing tv stations. The Commission ordered them off the air, but they have continued to operate, and to multiply. Operators have enlisted the aid of congressmen and senators in their fight to maintain their service.

Vhf boosters are transceivers which receive a vhf signal from a big city tv station and convert it to another tv channel on which it is transmitted over the air to local viewers.

Last April the Commission announced that it would accept the responsibility of licensing these repeaters. It suggested that certain technical standards would be required. Among these were low power, automatic shutoff, engineering personnel on call and frequency stabilization.

During Congressional hearings before a Senate Communications committee early this summer booster advocates protested that the standards proposed by the FCC would make it impossible to continue operating vhf repeaters.

The Senate passed legislation early in September which authorized the FCC to license vhf boosters previously constructed without benefit of FCC permission. It also permits the FCC to sanction operation of repeaters without a licensed operator on duty at all times.

This legislation has not been taken up yet by the House.

Vacuum tubes

The FCC has deleted the requirement in broadcast technical standards for am, fm and tv stations that spares of all vacuum tubes used in transmitters, frequency and modulation monitors be kept on hand at the transmitter site of the broadcast station. The Commission said that the rules (Secs. 3.40, 3.317 and 3.687) are no longer necessary.

Senate resumes ex parte hearings

Hearings by the Senate Judiciary Subcommittee on Administrative Practice & Procedure, headed by Sen. John A. Carroll (D-Colo.), will be resumed for two days on Thursday, Nov. 19.

The hearings, which were recessed July 23 (BROADCASTING, July 27) will deal with S 600, a bill, introduced by Sen. Thomas C. Hennings (D-Mo), that would establish an Office of Federal Administrative Practice as an independent agency; and S 2374, introduced by Sen. Carroll at the request of the American Bar Assn. The ABA bill would establish standards of conduct for federal agency hearings and would impose a $10,000 fine and/or one year imprisonment for "willful" attempts to improperly influence commissioners or hearing examiners.

Expected as witnesses for the hearings are the chairmen of six agencies:

ESSO RESEARCH works wonders with oil

Helping you jet there sooner!

You get your "welcome home" hug hours sooner—in today's jet age. And the jet age itself arrived here sooner, thanks in part to a special oil developed by Esso Research. Every jet engine throughout the free world grew up on it. And most pure jets flying today still use it and it alone. For happy homecomings or "happy motoring"... **ESSO RESEARCH** *works wonders with oil.*

ESSO

FCC, Federal Trade Comm., Interstate Commerce Comm., Securities & Exchange Comm., Federal Power Comm., and Civil Aeronautics Board—and the secretaries of two departments: Interior and Agriculture.

KYA survey evokes protest to FCC

A San Francisco mayoralty candidate has protested to the FCC against editorials endorsing incumbent Mayor George Christopher aired by KYA San Francisco. The protest, lodged by attorney Emmet F. Hagerty on behalf of candidate Russell L. Wolden, did not question KYA's right to endorse Mr. Christopher but claimed a misrepresentation was made.

Mr. Hagerty charged the station did not take a survey of public opinion upon which, he said, KYA announced it based its support of the incumbent. The FCC replied that it did not have the authority to order KYA to stop the editorials, as requested, because of the no censorship (Sec. 326) provision of the Communications Act.

The Commission also told Mr. Hagerty that he had not furnished the agency with enough facts to determine if KYA had violated the FCC's editorial policy. A copy of the complaint was sent to the station for its comments.

Morton J. Wagner, general manager of KYA, said Wednesday (Oct. 28) that the station will continue the editorials and "has no intention of revising its opinions concerning Mayor Christopher's qualifications, based on threats from his opponents." The station said it is prepared to offer equal time to other qualified candidates (there are seven in addition to the incumbent).

KYA is owned by the Bartell family, multiple station chain. Bartell purchased the California outlet in March 1958 from J. Elroy McCaw and associates.

• Government notes

Veto • FCC has turned down applications by several telephone companies of the General Telephone System seeking authority to shift common carrier microwave stations from 890-942 mc to 840-890 mc, currently occupied by uhf television. In dismissing the applications, the FCC said favorable action at this time "would be premature in view of present consideration of identical proposals." The FCC for sometime has had under study the entire spectrum from 25 mc to 890 mc.

Withdrawn • The Sisters of Charity of Cincinnati last week withdrew, five days after it was filed, an application with the FCC for a new commercial fm station in Pittsburgh. Frieda B. Hennock, attorney for the Sisters and former FCC member, said the application was withdrawn because "problems too costly to pursue" arose in seeking a transmitter site.

Translator originations • Adler Electronics Inc., New Rochelle, N.Y., has asked the FCC to permit uhf translators to be used for local originations by educational organizations. In a formal petition to the FCC last week, the translator manufacturer also asked that the translator service be given more space for operations—from 14 channels as at present to 24 channels, all contiguous. Translators, which are low-powered repeaters authorized to pickup and retransmit tv signals from distant stations, now are assigned chs. 70-83. The Adler firm asked also that present separation factors, based on uhf "taboos" be eliminated and that assignments be permitted on a non-interference basis.

EQUIPMENT & ENGINEERING

NEW AMPEX CO. IS FORMED

Will market to broad communication field

Formation of Ampex Professional Products Co. is announced today (Nov. 2) by Neal K. McNaughten, vice president of Ampex Corp. who becomes manager of the new subsidiary. Mr. McNaughten has been manager of Ampex Professional Products Div., which the new company replaces, as manufacturer and distributor of audio and video equipment for am, fm and tv stations and networks, the commercial recording industry, producers of radio and tv programs and commercials and government and defense agencies.

Under the new organization, separate divisions for audio and video have been set up with their respective engineering and marketing departments. The video products division will market not only Ampex Videotape recorders of which more than 500 are in use throughout the world but the Marconi Mark IV tv camera, Conrac monitors, Tektronics test equipment, Telechrome test and special effects equipment, Houston-Fearless tv camera mounts and other studio gear as well as vehicles for custom-designed mobile tape recording facilities.

The audio products division will handle professional audio tape recording and duplicating equipment for radio stations and networks and commercial recording companies, as well as Ampex theatre equipment.

Best Environment • "The new company," Mr. McNaughten said, "not only provides the best environment for continued growth in video and audio development but also enables us to better serve our customers with an ever-expanding product line. Prime objective of this company is to constantly push forward the state of the art through creation of new products and techniques to better serve the industry.

"Our finance, operation, planning, manufacturing, quality control and personnel divisions make up a coordinated, tightly knit company that gives us freedom for achieving the company's goal."

Thomas E. Davis, formerly marketing manager of Ampex's professional products division, becomes manager of the Video Products Division of Ampex Professional Products Co. Frank G. Lennert, manager of the audio department of the old division, becomes manager of the audio division of the new company.

In addition, the heads of four other divisions of the new company will report directly to Mr. McNaughten. They are: Arthur Kromer, manufacturing; William Rolly, quality control; Theodore Scudder, personnel; and Ray Stewart, operations and finance. They all occupied similar positions in the old professional products division.

Robert Miner, also continues to serve as a special assistant to Mr. McNaughten, in charge of market planning and research.

New sampler

Relief for the most inveterate dial twisters and channel shifters may soon be on the way. Edward T. Molinaro of Carbondale, Pa., has been issued a patent number (2,906,875) for a station-sampling radio. A pointer scans the dial, stopping at each station for 10 or 20 seconds, and the listener can press a foot switch or a dial switch to hear the one he likes most. The switch can be closed again to start the tuning motor and resume the sampling. The equipment reportedly will work either on radio or television.

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"Mother and baby doing fine"

Wonderful progress has been made in protecting the lives of mothers and babies. In the last decade alone, maternal death rates have been reduced by 75 percent.

Never before has childbirth been so safe —thanks to excellent prenatal care and improved obstetrical techniques.

Equally important, some 95 percent of today's babies are born in our hospitals—where most birth emergencies can be handled promptly and effectively.

Information for expectant mothers: If your health is good—if you have no family history of diabetes, kidney, heart or other serious diseases—the chances are excellent that no major complications will occur before your baby's arrival.

However, for your own and your baby's welfare, your physician may suggest these safeguards if your condition is normal:

1. Eat a variety of foods. Your baby will be no stronger or sturdier than the building materials your diet provides. For you and your baby, a varied diet is best.

It should include a quart of milk daily to meet the baby's needs for calcium. Meat, fish, fruits, vegetables, at least one egg a day, bread, cereals and a moderate amount of butter are recommended.

2. Watch your weight. Too much weight strains the heart and other organs. Normal increase is 16 to 20 pounds. Your doctor will decide how much you should gain.

3. Get needed rest and exercise. Walking is one of the best exercises and it's usually all right to play golf and dance in the middle months of pregnancy.

Get plenty of sleep and at least an hour of relaxation every afternoon.

4. Keep in touch with your doctor. It may comfort you to know that no serious problem develops during pregnancy without a warning signal. Your doctor can foresee and act to avoid difficulties—if he's consulted early and as often as necessary.

5. Take care of your teeth. Have your dentist clean your teeth and do whatever repair work is necessary.

6. Make your hospital reservation early. The maternity wards of most hospitals are crowded nowadays. The sooner you make your reservation, the better.

Take a calm, happy, confident attitude toward pregnancy. It is, after all, a natural event and a proper frame of mind helps to encourage an easy delivery.

Never before has there been a year like 1959—when birth is so free of risk, so likely to turn out happily for you, your baby and your husband.

Metropolitan Life

INSURANCE COMPANY ©

A MUTUAL COMPANY, 1 MADISON AVE., N. Y. 10, N. Y.

TAPE RECORDER COMPATIBLE

RCA color tv plays back on other machines

RCA has made its color television tape recorder fully compatible for playback on other machines. Last week in Camden, N.J., an invited group of engineers came to see RCA run off on closed-circuit color tapes made on other RCA recorders and on "non-RCA" (Ampex) recorders.

Heretofore the recorder head assembly has had to be stored with the recorded tape to insure top quality in playback, RCA said. With achievement of interchangeability, one more limitation has been removed from maximum use of video tape.

The development already has had its effect on sales. Glenn and Mark Armistead of Hollywood have placed an order with RCA for more than $500,000 worth of mobile equipment, including tv tape recorders for both monochrome and color. The package of two mobile units, cameras and recorders is to be used for broadcast pickups and syndication under technical direction of Joseph Bluth.

To Japan • RCA also has sold a color unit to NTV in Japan, with weekly Perry Como color tapes to be furnished, a service made possible by the interchangeability factor.

Interchangeability should help clear the way for adoption of technical standards, now under consideration by a committee of the Society of Motion Picture & Television Engineers.

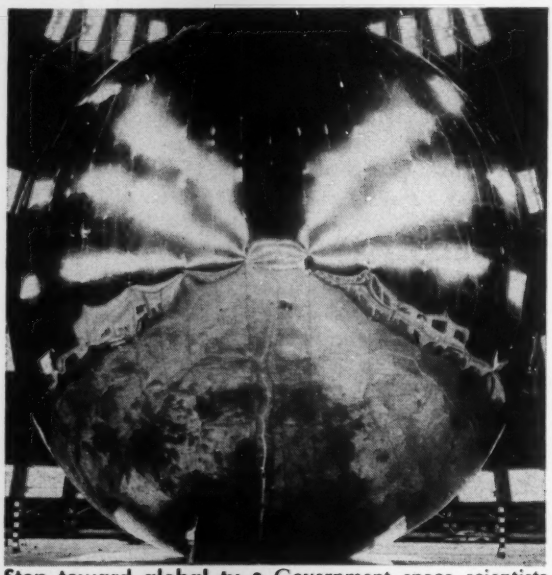
An Ampex spokesman in New York said he had not heard of the RCA development in interchangeability but hoped it would prove itself in use. He said the burden of proof rests with RCA, since that company has only a handful of video tape recorders in the field, while there are about 550 Ampex units in use.

There were about 125 engineers at the Camden meeting, representing networks, stations, production firms and others.

• Technical topics

Realistic rising sun • RCA has shipped its first color tape recorder by air to Japan. The unit, ordered by the Nippon Tv Network Corp. (NTV), is being put to immediate use for color recordings of Perry Como's weekly *Kraft Music Hall* (NBC-TV, Wed., 9-10 p.m. EST) under an agreement with the network. NTV has been telecasting live color pickups of sports and other events since last year. The new recorder will be used for these and dramatic shows.

Bonanza • Paul V. Galvin, board chairman, Motorola Inc. has announced figures for the first nine months of this year: sales of $77,145,487 as against $52,618,421 and earnings of $3,598,653 ($1.86 per share) compared with $1,739,429 (90 cents a share)—all quarterly comparisons. Sales of $206,012,733 against $137,162,983 and earnings of $9,485,024 ($4.90 per share) compared with $3,217,726 ($1.66 a share)—nine-month figures.



Step toward global tv • Government space scientists sent up a passive reflector balloon last week—and found that it worked.

The test, limited as it was, heralded the dawn of transglobal and tv relaying through the use of aluminized, 100-ft. spheres acting as reflectors for high frequency signals.

The National Aeronautics & Space Administration launched a test vehicle carrying a 100-ft. diameter inflatable sphere on Oct. 28. It rose 250 miles and ejected and then inflated the huge balloon as it was supposed to. (A balloon like the one sent aloft is shown in the picture at right. Its size is indicated by the man standing at the bottom and slightly left of center.)

The balloon drifted about 500 miles due east across the Atlantic and late Wednesday night it was presumed down. The vehicle carried telemetering equipment which reported performance to ground stations. The launch site was Wallops Station, Va., an NASA facility.

The balloon was made of mylar plastic, coated with aluminum half a mil thick. It weighed about 130 lbs. The aluminum coating will provide a high degree of reflection of light and radio signals.

The balloon was folded into a round magnesium container, 26.5-in. in diameter. When inflated the sphere encompassed 523,598 cubic feet. It weighed 190 lbs.

Inflation took place by residual air inside the bag. It was completely inflated when four pounds of water was released from two plastic bags inside the balloon. The water vaporized and fully inflated the sphere.

The launch was by a two-stage vehicle which stood 32.5 ft. high and weighed 5½ tons at take-off. The first stage was a Sergeant solid rocket with two Recruit assist rockets to increase initial thrust. This amounted to 130,000 lbs. The second stage was an X-248 solid rocket, designed as the third stage for a Delta rocket.

The Delta is scheduled to begin a variety of satellite and space probe missions for NASA next year. Among them will be the injection into orbit (from 800 to 1,000 miles above earth) of the 100-ft. balloon to serve as a reflector for radio and tv signals. It is believed this attempt may be made early next year.

According to plans, the balloon would be used to reflect radio and tv signals across thousands of miles of the earth's surface. This is now impossible with vhf and higher frequencies since they generally travel in a straight line and disappear into space at the horizon. The lower frequencies which are reflected back to earth by the ionosphere are already heavily used. They also suffer interruptions from solar spot activity and, in the arctic regions, from the aurora phenomenon.

If the experiments are successful it is presumed that a series of orbiting balloons could be established which would maintain continuous communication over vast distances. The system would be used for relaying, not for direct reception by the public.

Evan Maloney
Collins Radio Co.

Straight talk

to broadcast engineers

"The 26U-1 Limiting Amplifier is designed to provide broadcasters with an easy-to-operate peak limiter which will reduce the possibility of audio distortion."

The Collins 26U-1 Limiting Amplifier provides high fidelity, thump-free performance. It effectively limits loud audio passages to prevent overmodulation, accompanying distortion and adjacent channel interference, but allows low level passages to be broadcast with true dynamic range as originally recorded and produced.

Tube selection and delicate balancing procedures usually associated with peak limiters are eliminated with the 26U-1. Performance, ease of operation, reliability and low maintenance cost make the 26U-1 an outstanding amplifier.

Conventional circuitry, negative feedback, full wave rectification for control voltage and silicon rectifiers in the power supply are incorporated into this unit. Designed for rack mounting, the Collins Limiting Amplifier has a minimum number of controls, tubes and tube types.

An illuminated VU meter with a special scale calibrated in VU and db of compression is provided in the 26U-1. The VU meter attenuator and a rotary switch allow measurement of external gain reduction, db of compression and levels of input, output and external audio circuits. This external meter circuit provides a facility that eliminates the requirement for an additional VU meter panel for measuring audio levels on other program lines.

Silicon diodes and extended life electrolytic capacitors are used in the power supply and provide an efficient, low heat power supply for years of worry-free service. A voltage regulator provides stabilized reference voltages. Input, output and VU meter level controls are Daven step-type attenuators.

The 26U-1 Limiting Amplifier is designed to provide broadcasters with an easy-to-operate peak limiter which will reduce the possibility of audio distortion. Continued success and reliable performance in the field have proven the validity of the Collins 26U-1 design.

Evan J. Maloney

PROJECT ENGINEER
BROADCAST AUDIO EQUIPMENT
COLLINS RADIO COMPANY

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

Broadcast Advertising

MR. BLOUNT

• WILLIAM A. BLOUNT, executive vp of Liggett & Myers Tobacco Co., N. Y., promoted to president, effective Dec. 1 upon retirement of BENJAMIN F. FEW. Mr. Blount joined L. & M. in 1923, moving up to head research, manufacturing, purchasing, leaf-buying and processing before being named executive vp last July. Liggett & Myers brands include Chesterfields, L&M filter, Oasis and new Duke of Durham.

• JAMES H. COBB, formerly vp, executive committee member and supervisor on Air Express account at Adams & Keyes, N.Y., to Fletcher Richards, Calkins & Holden, that city, as vp in charge of marketing and merchandising planning on Eastern Air Lines account.

• LEWIS GOMAVITZ, associate tv producer on several network specials since 1957 and formerly director of *Kukla, Fran & Ollie*, appointed tv producer-director at Erwin Wasey, Ruthrauff & Ryan, L.A. He will serve as agency producer for new ABC-TV series, *Take a Good Look*.

• EDWARD ROBINSON and CHARLES H. SWARTZ, president and vp, respectively, of Edward Robinson Adv., Philadelphia, elected vps and board members of Yardis Adv., that city, following consolidation of all accounts of their agency with Yardis.

• GUNTHER GOLDSCHMIDT has left New York barter firm of Regal Adv. to set up his own barter business, Time for Advertising Inc., at 730 Third Ave., N.Y. Before joining Regal, Mr. Goldschmidt was with Tv Adv. Assoc. and Charles Antell, hair product manufacturer.

MR. FRANCO

• CARLOS FRANCO, formerly general sales manager of Crosley Broadcasting Corp., and prior to that radio-tv director for William H. Weintraub Adv., N.Y., to Swan & Mason Adv., N.Y., as vp. He will be in charge of media and marketing and serve as member of plans board.

• HARVEY W. ALEXANDER, head of Ford Motor Co's Missouri Valley pr office since 1952, named assistant pr manager of company's Ford Div., Dearborn, Mich.

• H. ROBERT CHARLES, vp in charge of public relations, Fulton, Morrissey Co., Chicago, to Waldie & Briggs, that city, in similar capacity.

• J. ROBERT BARR, formerly vp and general manager of Bearden-Thompson Frankel & Eastman-Scott's High Point (N.C.) branch office, transfers to firm's Atlanta headquarters with expanded scope of activities and responsibilities. MRS. IVY BARR, formerly in High Point office, also moves to Atlanta as production manager. JOHN K. KAISER, vp, assumes duties of operations plans coordinator.

• NORMAN A. CHURCH, previously account executive with Grant Adv., Hollywood, and BBDO, L.A., to Gaynor & Ducas, Beverly Hills, in similar capacity.

MR. BERNHARDT

MR. TURNER

• JACK BERNHARDT and MICHAEL TURNER, account supervisors at Benton & Bowles, N.Y., elected vps. Mr. Bernhardt joined B&B in 1951 as account executive; he had previously been eastern sales manager of Acorn Refining Co. Mr. Turner joined B&B's research department in 1950 and was appointed account executive in 1953.

• EBON PROSE, of Campbell-Mithun's Minneapolis media department, moves to agency's Los Angeles office as media supervisor. DOROTHY SIEG makes similar transfer as assistant to Miss Prose.

• KEITH ANDRE, account executive with WDAM-TV Hattiesburg, Miss., and ARTHUR E. JOST, sales manager of WDOG Marine City, Mich., to Radio Advertising Bureau, N.Y., as regional managers in member service department.

• FRANCES RUTLAND, formerly copy group head at Compton Adv., N.Y., to Dancer - Fitzgerald - Sample, that city, as copy supervisor.

MR. SULCER

• FREDERICK D. SULCER promoted from assistant copy director to manager of expanded radio-tv creative department at Needham, Louis & Brorby, Chicago. He reports to Kenneth C. T. Snyder, vp and director of creative operations. Other appointments: PIERRE R. GARAI and BARKER LOCKETT, writers, as group heads; CHRISTOPHER FORD as senior producer; JOSEPH P. CREATURO and WILLIS J. DAVIS, senior art directors; JOHN S. SHEASBY, associate producer. JOHN J. CALNAN and HAROLD KAUFMAN join creative department as writers.

• RICHARD VINICK, formerly publicity manager of Simon & Schuster (publishing house), N.Y., to pr staff of Air France, that city, to service radio-tv for airline.

• JOHN MAYO, Bennett Adv., Raleigh, N.C., elected governor of Advertising Federation of America third district; DOUGLAS SMITH, WFBC Greenville, S.C., named lieutenant governor.

• FRANK ROLFES appointed chief timebuyer on Theodore Hamm Brewing Co. (Hamm's beer) account at Campbell-Mithun, Minneapolis.

• WILLIS ADAMS appointed account executive at McCann-Erickson, Chicago.

• JOHN F. LEWIS, formerly program director of WFOX Milwaukee, to radio-tv department of Cramer-Krasselt, advertising agency in that city.

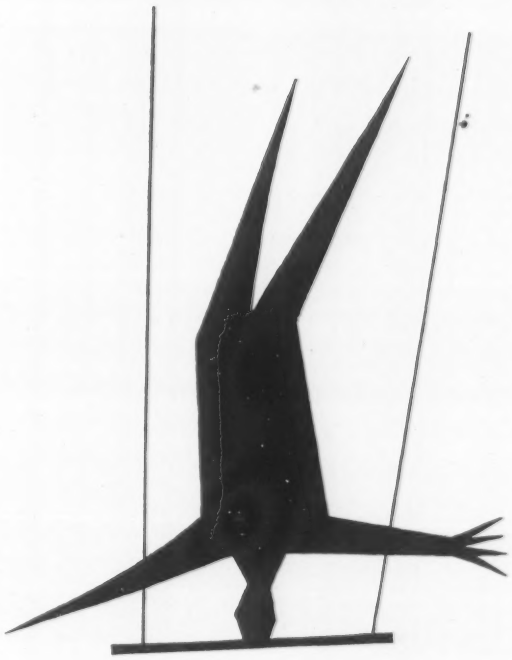
• WILLIAM MCQUILLAN, formerly senior writer and copy supervisor at William Esty, N.Y., to Donahue & Coe, that city, as copy chief.

MR. BUNDGUS

• JULES BUNDGUS, formerly tv supervisor at Lennen & Newell, N.Y., working on programs for Colgate-Palmolive Co. and P. Lorillard Tobacco Co., named vp in charge of radio-tv operations at Kastor, Hilton, Chesley, Clifford & Atherton, N.Y. He was previously manager of tv-radio department of Bryan Houston.

• PAT SAUNDERS, continuity director of KVOO Tulsa, Okla., joins Paul Locke

moderate low-fat and well-balanced food values in cereal and milk serving



Among breakfast main dishes, the cereal and milk serving merits consideration when a reduction of dietary fat is indicated because *it ranks low in fat and provides well-balanced food values.* Few foods at such small cost can better its moderate low-fat, well-balanced nutritional contribution as shown in the table below. Served with nonfat milk, the fat content is very low.*

nutritive composition of average cereal serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
CALORIES	203	104	83	16
PROTEIN	7.3 gm.	3.1 gm.	4.2 gm.	
FAT	5.3 gm.	0.6 gm.	4.7 gm.*	
CARBOHYDRATE	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
CALCIUM	0.169 gm.	0.025 gm.	0.144 gm.	
IRON	1.5 mg.	1.4 mg.	0.1 mg.	
VITAMIN A	195 I. U.	—	195 I. U.	
THIAMINE	0.16 mg.	0.12 mg.	0.04 mg.	
RIBOFLAVIN	0.25 mg.	0.04 mg.	0.21 mg.	
NIACIN	1.4 mg.	1.3 mg.	0.1 mg.	
ASCORBIC ACID	1.5 mg.	—	1.5 mg.	
CHOLESTEROL	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.
**Based on composite average of breakfast cereals on dry weight basis.

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.

Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

Watt, B. K., and Merrill, A. L.: Composition of Foods-Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

WMBD
RADIO
PEORIA

85%
85%
85%

WMBD RADIO
Reaches
85% METRO PEORIA HOMES
Every Week!

MORE Than Any Other Station!

(Source: Pulse July, 1959 CPA Ratings)
REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

RADIO
PEORIA
WMBD

Adv., that city, as assistant director of radio-tv department.

• HOWARD ROBIN, formerly copywriter with Kushins, Anderson & Tukaro, N.Y., to copy department of Cohen, Dowd & Aleshire, that city.

• TED K. SCHULTE, formerly film analyst for Chicago Cubs baseball club, and JON M. CHRISTOPHER, previously copywriter at Fulton, Morrissey Co., Chicago, to Erwin Wasey, Ruthrauff & Ryan, that city, as film director and radio-tv-print copywriter, respectively, in radio-tv and creative departments.

• MRS. GERRY FOULGER, with media department of BBDO L.A., to media staff of Gumpertz, Bentley & Dolan, that city.

The Media

MR. NICHOLS

• WILLIAM E. NICHOLS, sales manager of KFRC San Francisco, appointed general manager. Mr. Nichols joined KFRC in 1947 as account executive, was promoted to sales manager in 1954.

• JAMES P. HENSLEY, formerly vp and general manager of WEEP Pittsburgh, appointed executive director of KROY Sacramento, Calif. WALTER A. DONOP JR., previously assistant director of tv operations at Benton & Bowles, N.Y., joins KROY as account executive.

• HOWARD (FRITZ) FREDERIC, general manager of WIRL Peoria, Ill., appointed vp of Frudeger Broadcasting Co., which owns station.

• MERLIN O. SIMUNDSON, with sales staff of WJTN-AM-FM Jamestown, N.Y., appointed general manager of WGGO Salamanca, N.Y. All are James Broadcasting Co. stations.

• WILLIAM J. MURPHY, formerly account executive with WJOB Hammond, Ind., appointed manager of KVRH Salida, Colo. EDDIE WOOD and HUGH ASHLOCK join KVRH as air personalities.

• HARRY J. CANNON, regional station rep in southeastern area for past five years, appointed southeastern manager of Gill-Perna's new Atlanta office, located in William-Oliver Bldg.

• WILLIAM M. NUGENT, formerly presentation specialist with Radio Advertising Bureau, N.Y., to Edward Petry & Co., that city, as radio presentations director.

• HENRY W. (BUD) SIMMEN, formerly manager of WHK Cleveland, to Weed Radio Corp, N.Y., as eastern sales manager. DAVID A. HARRIS, account executive formerly with H-R Representatives, N.Y., also joins Weed.

• RICHARD A. GAME, sales service account executive with ABC-TV Central Div., appointed manager of sales service for ABC Radio in that division. RICHARD W. BRAHM, formerly midwest sales manager of MBS, named sales account executive for ABC Radio there. DONALD H. PETERSON appointed assistant to director of advertising, promotion and press information at ABC Central Div. and for network's WBKB (TV) Chicago. FRANK J. LITTLE, formerly copywriter at Campbell-Sanford Adv., Chicago, named promotion-press information unit representative for ABC Central Div.

• ROBERT NOWICKI promoted from account executive to sales manager of WNDU South Bend, Ind.

MR. KRASNER

• LAWRENCE B. KRASNER, vp and general manager of west coast division of Forjoe Inc., station rep, for past 14 years, appointed manager of KQDE Seattle and national sales manager of KQDE and KQTY Everett, Wash. Mr. Krasner, who owns minority interest in KPOK Phoenix, Ariz., will headquarter in Seattle, effective Jan. 1. Cutie Radio Inc. owns KQDE and KQTY.

• ED REYNOLDS, formerly with Ketchum, MacLeod & Grove, N.Y., and prior to that with CBS Radio Press Information, rejoins that network as assistant director of press information for CBS-TV. Other CBS-TV appointments: JAMES SIRMANS named manager, special projects, succeeding JOHN WALSH who has joined program department; BERYL REUBENS appointed manager, news and public affairs publicity; RICHARD PETROW, formerly with *New York Daily News*, named feature editor, and JACK FIELDS, formerly with ABC press department, appointed manager of press contact unit.

• HARVEY (MIKE) LATERRE, formerly group broadcast chief at J. Walter Thompson, N.Y., to NBC, that city, as coordinator of sales development, NBC participating programs.

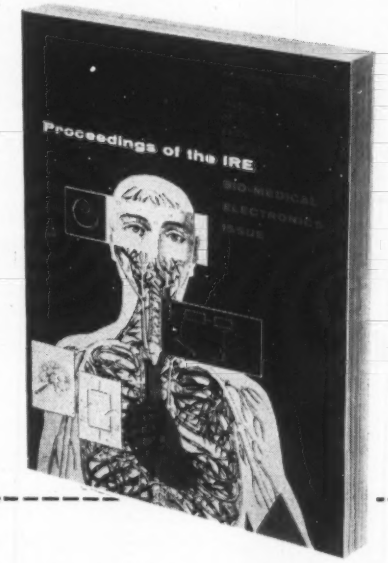
• OTIS FREEMAN, chief engineer of WPIX (TV) New York, elected vp in charge of engineering.

• JOSEPH J. CASOLA, senior promotion and presentation writer for NBC, N.Y., named manager of sales development for network's spot sales.

• DAVE TAYLOR, commercial manager

Here is the fascinating field of

BIO-MEDICAL ELECTRONICS



The purpose of this special November issue of **Proceedings**, as outlined in the guest editorial by J. W. Moore, National Institute of Health, is "to provide its readers with some interesting, informative and perhaps provocative examples of various weddings of electronic art and concepts to some of the life sciences. This collection of articles is not intended to delineate Bio-Medical Electronics, but rather to illustrate the breadth of the field of interest of the Professional Group on Medical Electronics, which, by constitutional definition, is the study of biological and medical systems." Thus begins one of **Proceedings'** most fascinating issues—one that presents the scope of the broad new avenues of experimentation in biological measurements opened up by the speed, versatility and precision of modern electronics. This special issue is not only the current record of the progress in Bio-Medical Electronics, it is fascinating reading for radio-electronics engineers in general.

26 ARTICLES BY LEADERS IN THE BIO-MEDICAL ELECTRONIC FIELD

Below is just a partial listing of the articles this special issue covers. For example, the development of a broadband electrometer is described in the article by Gesteland, Howland, Lettvin and Pitts on "Microelectrodes and Their Use." This issue gives considerable emphasis to basic biological research. And, because the recruitment and training of personnel to work in the bio-medical instrumentation area is probably the most pressing problem to be faced by the PGME, there are supplementary articles in this area. This special November issue of **Proceedings of the IRE** on Bio-Medical Electronics is only one of the many services offered members of the IRE. If you are a non-member and wish a copy of this vital link in the record of radio-electronics, return the coupon below, today, to reserve it for yourself or your company.

PARTIAL CONTENTS OF THIS NOVEMBER BIO-MEDICAL ELECTRONICS ISSUE:

"An Analog Computer to Stimulate Systems of Coupled Bimolecular Reactions," by E. F. MacNichol, John Hopkins University

"Electron Transfer in Biological Systems," by B. Chance, University of Pennsylvania

"Alternating Current Spectroscopy of Biological Substances," by H. P. Schwan, University of Pennsylvania

"Comments on Microelectrodes," by R. C. Gesteland, B. Howland & J. Lettvin, Massachusetts Institute of Technology

"Some Functions of Nerve Cells in Terms of an Equivalent Network," by W. H. Freygang, National Institutes of Health

"Electronic Control of Some Active Bioelectric Membranes," by J. W. Moore, National Institutes of Health

"Measurement of Mechanical Properties of Muscle under Servo Control," by M. Lubin, Harvard University

"Scanning Microscopy in Medicine and Biology," by L. E. Flory, RCA Laboratories

"Instrumentation for Automatically Pre-Screening Cytological Smears," by R. C. Bostrom, H. S. Sawyer & W. E. Tolles, Airborne Instruments Laboratory

"A Magnetic Flowmeter for Recording Cardiac Output," by H. W. Shirer, R. B. Shackelford & K. E. Jochim, University of Kansas

"The Use of an Analog Computer for Analysis of Control Mechanisms in the Circulation," by H. R. Warner, Latterday Saints Hospital

"Some Engineering Aspects of Modern Cardiac Research," by D. Baker, R. M. Ellis, D. L. Franklin & R. F. Rushmer, University of Washington

"Stability, Oscillations, and Noise in the Human Pupil Servomechanisms," by L. Stark, Yale University

"What the Frog's Eye Tells the Frog's Brain," by J. Y. Lettvin, H. R. Maturana, W. S. McCullough & W. H. Pitts, Massachusetts Institute of Technology

"Repetitive Analog Computer for Analysis of Sums of Distribution Functions," by F. W. Noble, J. E. Hayes, Jr. & M. Eden, National Heart Institute

"Medical Ultrasonics," by J. F. Herrick, Mayo Clinic; H. P. Schwan & J. M. Reid, University of Pennsylvania

"The Use of Electronic Computers to Aid Medical Diagnosis," by R. S. Ledley & L. B. Lusted, National Academy of Sciences

"New Instrumentation Concepts for Manned Flight," by L. J. Fogel, Convair

"The Origin of the Professional Group on Medical Electronics," by L. H. Montgomery, Vanderbilt Medical School

"Instrumentation in Bio-Medical Research," by P. E. Klopsteg, National Academy of Sciences

"On the Role of the Engineer in Bio-Medical Instrumentation," by J. P. Hervey, Rockefeller Institute

"Medical Electronics Center—Interdisciplinary Coordination," by V. K. Zworykin, Rockefeller Institute

☐ Enclosed is $3.00

☐ Enclosed is company purchase order for the November, 1959, issue on Bio-Medical Electronics.

All IRE members will receive this November issue as usual. Extra copies to members, $1.25 each (only one to a member).

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street
New York 21, New York

REMEMBERS THE MAN

Proceedings of the IRE
1 East 79th Street, New York 21, New York

Name _____

Company _____

Address _____

City & State _____

Award to Godfrey • DR. SYDNEY ROSLOW, (r) president of The Pulse Inc., presents CBS air personality ARTHUR GODFREY a plaque honoring him as 1959's "Man of the Year," at The Pulse's luncheon Oct. 21 in New York's Plaza Hotel. The annual award, presented by The Pulse to those making significant contributions to broadcasting, cited Mr. Godfrey's "reaching into America's homes with greater intensity and frequency than almost any other American personality" since Franklin D. Roosevelt. Arthur Godfrey now is in his 31st year in broadcasting.

of WFRL Freeport, Ill., since 1947, and vp of station's parent company, named general manager, suceeding VINCENT S. BARKER, who sold station Oct. 9.

MR. HASSETT

• EMMETT A. (BUZZ) HASSETT JR., sales manager of WFMY-TV Greensboro, N.C., appointed general sales manager of WITI-TV Milwaukee, effective Nov. 15. He was previously in similar capacity with West Texas Television Network (KDUB-TV Lubbock, KPAR-TV Sweetwater and KEDY Big Spring, all Texas).

• RICHARD S. MULFORD, for five years director of commercial division of Desilu Productions and more recently head of his own advertising consultant firm, appointed to newly created post of director of advertising, Crowell-Collier Broadcasting. He will be in charge of advertising, promotion and research for all C-C broadcast facilities. BILL CRAGO, news chief of KFWB Los Angeles, promoted to news director of Crowell-Collier Broadcasting (KFWB, KEWB San Francisco, KDWB Minneapolis).

• E. RAY COOKE, transmission supervisor of WXIX-TV Milwaukee, to WOKY, that city, as chief engineer.

• GEORGE W. CYR, formerly program manager and film buyer for WRCV-TV Philadelphia, to WGR-TV Buffalo as program director, succeeding PAUL SCIANDRA, appointed to similar position with WROC-TV Rochester, N.Y. WGR-TV and WROC-TV are both Transcontinent Television stations.

• DON PATTON named program manager of KHJ-TV Los Angeles. Other KHJ-TV appointments: LARRY HAYS, director of program development; BILL WHITE, formerly of sales service department, named film and video tape manager; BILL WORKMAN, sales service manager; GENE SANDERS and RAY CLEVENGER, formerly on production staff, named directors.

MR. GUPTON

• GAYLE GUPTON, formerly assistant vp in advertising and pr for Third National Bank of Nashville, appointed director of Clear Channel Broadcasting Service, Washington, organization formed by such stations to look out for interests of clear channel broadcasters before FCC, Congress and other agencies. Mr. Gupton succeeds HOLLIS M. SEAVEY, who is now president and general manager of WCUM-AM-FM Cumberland, Md.

• RON MCCOY, air personality with KLAC Los Angeles, promoted to program director. Previously, he was program director of KALL Salt Lake City and production manager of Intermountain Network.

• STEVE STONE, news director of KNOG Nogales, Ariz., appointed program director. PAT MULLIGAN named news chief.

• S. M. (MORT) ROSENMAN, executive producer of WISN-TV Milwaukee, to WTCN-TV Minneapolis-St. Paul as program director. He succeeds TED L. SNIDER, who resigns to manage radio station in Texas. JEROME ROSHOLT, formerly news editor of WCCO-TV Minneapolis, joins news staff of WTCN Radio.

• LEE KOPP, air personality with KSJO San Jose, Calif., named program director, succeeding FRANK DARIEN, who resigns to open his own agency, Advertising Media Assoc.

• LARRY FISCHER appointed program director of WKMH Detroit-Dearborn. He was previously with WNOE Monroe, La., and KTSA San Antonio, Tex., in similar capacity. JOHN E. DAVIDSON, sales representative with WKMH, promoted to local sales manager.

MR. HARTMAN

• WARD W. HARTMAN appointed general manager of WRRR Rockford, Ill. Prior to joining WRRR in May, as sales manager, Mr. Hartman had been with WROK, that city, for 19 years.

• GENE EDWARDS, previously program director of WROW Albany and KLIF Dallas, joins WMGM New York as associate program director. DAVID YARNELL, formerly director of publicity for WCBS and WNEW, both New York, also joins WMGM as associate program director.

• DAVID SAVITT, formerly salesman with WHIL Medford, appointed sales manager of WARE Ware, both Massachusetts. Both are Tarlow stations.

• PHILIP BEUTH, assistant promotion manager of WROW-WTEN (TV) Albany, N.Y., appointed promotion manager.

• O. C. HALYARD JR., Washington, D.C., public relations consultant, signed to do pr and promotional work for Horton-Kincaid stations. These are: WVLK Lexington; WFKY Frankfort, both Kentucky, and WHOO Orlando, Fla. Horton-Kincaid has filed applications with FCC to buy WOMP Bellaire,

Ohio, and WCMI Ashland, Ky. Mr. Halyard will headquarter in Lexington.

• BROADDUS (SPEED) JOHNSON JR., account executive with NBC Sales, N.Y., to NBC participating programs in similar capacity.

• LOU FRANKEL, previously public relations account executive with Rogers & Cowan, N.Y., and public relations consultant to The Pulse Inc., that city, appointed publicity director of WCBS New York.

• NORMAN D. LEEBRON, formerly head of film operations with WCAU-TV Philadelphia, to WNEW-TV New York, as film buyer.

• RAY STARR, station manager of WGRO Lake City, Fla., retires. Mr. Starr, who has been in broadcasting 20 years, is also president of Dixie Productions in that city.

• SIDNEY CARTER, formerly sales executive with WEAW Evanston, Ill., to Chicago office of Peters, Griffin, Woodward, as radio account executive.

• BURT SCHULT, previously pr and publicity executive at Benton & Bowles, Hill & Knowlton and National Telefilm Assoc., has formed pr and publicity firm bearing his name, with offices at 654 Madison Ave., N.Y. Telephone: Templeton 8-0410.

• MIG FIGI, co-owner and general manager of WAUX-AM-FM Waukesha, re-elected president of Wisconsin Broadcasters Assn. Other officers (all re-elected): DON C. WIRTH, WNAM Neenah, vp; CARL KOLATA, WTTN Watertown, secretary, and RICHARD DUDLEY, WSAU-TV Wausau, treasurer. New director: HARTLEY L. SAMUELS, Samuels Stations.

• PHILLIP RUSKIN, CBS-TV, elected president of Chicago Local, Radio & Television Directors Guild. Other officers: RICHARD ORTNER, CBS-TV, vp; RONALD GUNTHER, ABC-TV, secretary, and GEORGE PAUL, ABC-TV, treasurer.

• WILLIAM W. KEUP, formerly with sales staff of Peters, Griffin, Woodward, Chicago, to that of The Katz Agency, that city.

• DICK NEWTON named promotion and advertising manager for KEX Portland, Ore., succeeding IRVING STEVENS, who resigned. Mr. Newton was formerly theatre manager.

• DOUG STILES, assistant art director of KABC-TV Hollywood, promoted to art director, succeeding GEORGE SMITH, who joins ABC in similar capacity.

• JACK POWERS, formerly news director of WTIX New Orleans, to WADO (formerly WOV) New York, in similar

NORTH APPALACHIAN MOUNTAIN DAYTIMER—Ideal for owner-operator. $58.000. total price with $17,500. down—balance in five years. Present absentee owner will retain partial ownership with a well qualified operator.

SPECIAL! VERY SPECIAL! NEW VHF GRANT—Latest grant east of the Mississippi. Will serve population in excess of 800,000. This new station needs approximately $150,000 cash and credit for equipment and operating capital. Network affiliation already contracted. Located in the central east. Real opportunity to get in on the so-called ground floor. Will sell upwards to 50% and maybe options for more.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

The slightest flaw in a blank disc can spoil your finest "take." PRESTO—inventor of instantaneous lacquered discs—makes sure you cut into quality. Here's how: Each base is carefully selected for flatness, then polished to a jeweler's finish before PRESTO's special-formula lacquer coat flows on. Then, after curing, the disc is critically examined to make certain it is dust-free. This insistence on perfection pays dividends. Proof? More recording companies have used more PRESTO discs for more years than any other in the world. Hear the difference PRESTO-perfect makes...*today!*

Cut the best with the best—use PRESTO STYLI *too.*

PRESTO

BOGEN-PRESTO, Paramus, New Jersey. *A Division of The Siegler Corporation*

capacity. JOHNNIE HOLIDAY, formerly air personality with KWK St. Louis, to WADO.

• HARRISON D. KOHL, formerly with sales department of KMTV (TV) Omaha, named sales manager of Muzak Div. of KFAB, that city.

• M. S. (TONY) BACHMAN, promotion director of KXTV (TV) Sacramento, Calif., assumes additional responsibility of public affairs director.

• ROLAND VAILE, of KTOO Henderson, elected president of newly formed Southern Nevada Broadcasters Assn. Other officers: HOWARD KALMENSON, KLAS-TV Las Vegas, vp; MARK SMITH, KLRJ-TV Henderson, secretary, and WALT SCHULL, KSHO-TV Las Vegas, treasurer.

• YALE ROE, formerly in charge of national spot sales for KGO-TV San Francisco, to local sales force as account executive. BETTY FLEMING succeeds him.

• HERBERT I. FIELDS, formerly display advertising salesman with *Philadelphia Evening & Sunday Bulletin,* to WPEN, that city, as account executive.

• RALPH RENICK, WTVJ (TV) Miami, Fla., elected board chairman of Radio-Tv News Directors Assn. He succeeds JACK KRUEGER, WTMJ-AM-TV Milwaukee, who was erroneously reported as being re-elected, in BROADCASTING, Oct. 26.

• EDWARD L. LAWSON, formerly publicity and promotion writer for United Artists Associated, and DAVID HIRTH, formerly senior member of ABC's radio research section, join Avery-Knodel, N.Y., as tv and radio promotion writers, respectively. RUTH JAKAS joins sales promotion, advertising and publicity staff there.

MR. GILBERT

• JOHN O. GILBERT II appointed sales manager of WBZ-WBZA Boston - Springfield, Mass., succeeding W. J. WILLIAMSON, who resigned. Mr. Gilbert was previously general manager of WKHM Jackson, Mich., and sales manager of WKMH Detroit-Dearborn.

• THOMAS M. COMERFORD, formerly media supervisor at Young & Rubicam, N.Y., to sales staff of H-R Television Inc., that city.

• MIKE MCNALLY, formerly San Francisco Bay area sales representative for Coca-Cola Co., to Daren F. McGavren Co.'s San Francisco office.

• LUCILLE MUROVICH, formerly with production staff of WNEW-TV New York, to WOR-AM-FM-TV that city, as assistant to director of press and special programs.

• RAY WHEAT joins WAAF Chicago as chief announcer.

• CARL BAILEY promoted from chief announcer to production manager of KBIG Avalon, Calif. He continues as assistant to operations manager and program director.

• MEL LEAVITT, host of *Byline* on WDSU-TV New Orleans, appointed director of special programming and special events.

• GARY MARKAS, stage manager with KTLA (TV) Los Angeles, promoted to staff director.

• ED GRAY, formerly on news staff of WTOK-TV Meridian, Miss., to news department of WTVD (TV) Durham-Raleigh, N.C.

• BILL BEINDORF and G. GERALD DANFORD, formerly account executives with KHJ-TV Los Angeles and Robert E. Eastman & Co., respectively, join sales staff of WCBS-TV New York.

• HARVEY SHAW, formerly with WPLM Plymouth, Mass., as air personality, to WTAO-WXHR (FM) Cambridge-Boston as account executive. BILL O'BRIEN, air personality with WHHY Montgomery, Ala., joins WTAO in similar capacity.

• RAY HAYES joins announcing staff of WDVA Danville, Va.

• ALAN FIELD, music director and air personality with WWCO Waterbury, Conn., to WITH Baltimore in latter capacity.

• RON BAILIE, formerly with KOVO Provo, Utah, joins KJR Seattle.

MR. WISSLER

• RUDY B. WISSLER, formerly sales executive covering major advertising agencies for KNXT (TV) Los Angeles and with station's traffic and promotion departments prior to sales assignment, joins Peters, Griffin, Woodward, Hollywood, as tv account executive. He succeeds JAMES FRANCES who transfers to PGW's San Francisco office.

• NORRIS KALAR joins WTTG (TV) Washington as account executive.

• LARRY QUACKENBUSH, formerly with WCOP and WBMS, both Boston; DICK WAHL, from KOMO Seattle, and BUD HALEY, from KSDO San Diego, to KPOP Los Angeles, as air personalities.

• MIKE SECREST, air personality with KFRC San Francisco, moves to KHJ Los Angeles. Both are RKO-General Stations.

• BOB LEE resigns as news and sports director of KARM-AM-FM Fresno, Calif., to open automobile agency in that city.

• DICK HAYNES, air personality with KLAC Los Angeles for 12 years before leaving last year to join KXLA Pasadena, Calif., rejoins KLAC.

• DON HEDMAN, formerly with KXA and KJR, both Seattle, Wash., to KOMO, that city, as air personality.

Programming

• IRVING BRISKIN head of studio operations for Screen Gems Inc., Hollywood, and WILLIAM DOZIER, vp in charge of west coast activities, elected to board of directors. Mr. Dozier was formerly vp in charge of programs for CBS-TV.

• WALTER J. PLANT, vp of NTA Program Sales, named to head activities in Chicago office. He was previously headquartered in Beverly Hills, Calif. MAX P. BROWN, office manager and purchasing agent for NTA, N.Y., named director of administration for east coast operations. He was responsible for de-

Advertisement

ERRATUM . . .

. . . the KRON/TV advertisement as seen in the October 19 issue of BROADCASTING, should have read as follows:

"Khrushchev was enchanted with San Francisco, which didn't surprise any of us in the least. Nor were we surprised to find that more than twice as many viewers watched Khrushchev make his bay area address via KRON/TV than on all other San Francisco stations combined."

KRON/TV
san francisco

sign and construction of new shipping plant for Kennis Film Service Inc. (NTA affiliate).

• JERRY STANLEY, manager of film programs for NBC-TV Pacific division, promoted to director of entire film program. He succeeds FRED HAMILTON who joins Ziv Television Programs as executive producer in charge of program development.

• GEORGE GRUSKIN, formerly with William Morris Agency (talent rep), to Paramount Television Productions, Hollywood, as head of film programs and west coast operations.

• JAMES A. DOYLE, previously commercial manager of WLLY Richmond, Va., and WWIN Baltimore, appointed director of syndicated sales and broadcast relations of Recordings Inc., Baltimore. BURGESS MACNEAL rejoins firm as recording engineer, following military tour of duty.

• PETE GILMAN resigns as Hollywood publicist of California National Productions following sale of screen rights of his novel, "Such Sweet Thunder," to Columbia Pictures for $100,000. BOB FUGATE, who has been pr officer of Marine Corps in Hollywood, succeeds Mr. Gilman.

• PETE ROGERS, recording executive formerly with Empire, B&C and RCA, appointed general manager of Allied Record Mfg. Co.'s eastern operation.

• ROBERT F. WHITE, formerly broadcast operations supervisor of NBC-TV, N.Y. to Theatre Network Television (closed circuit tv), that city, as director of production.

Equipment & Eng'ring

• GEORGE H. RITTER, responsible for tube and semiconductor manufacturing and engineering for associated companies services organization of RCA International Div., Clark, N.J., appointed plant manager of RCA's new transistor and rectifier manufacturing facility to be constructed in Mountaintop, Pa. Production is expected to be underway there by mid-1960.

• RAYMOND T. LEARY appointed general sales manager of Cornell-Dubilier Electric Corp., South Plainfield, N.J. He was formely vp and sales manager of Distributor Div. Company manufactures capacitators, vibrators, antenna rotators and other electronic products.

• HERBERT J. PYLE, formerly vp of Precision Instrument Labs, Glendale, Calif., appointed to new post of director of service at Cedar Rapids, Iowa, Div. of Collins Radio Co.

• REED WALDRON, promotional assistant in distributor division of International Resistance Co., Philadelphia, appointed sales promotion manager of that division.

• DON KIRKENDALL, formerly advertising manager of Interstate Electronics Supply Corp., Wichita, Kan., appointed assistant manager of advertising and sales promotion for Electo-Voice Inc., Buchanan, Mich.

• WARREN B. HAYES, formerly vp of operations, Pacific Semiconductors Inc., appointed assistant to president for new enterprises, Thompson Ramo Woolridge Inc., L. A.

• CLIFF BATTLES, former professional football player, named customer relations representative for Utah Radio & Electronic Corp., Huntington, Ind.

• FRED NELSON HURST named plant engineer for Raytheon's Semiconductor Div. plant now under construction in Lewiston, Me.

Government

• DANIEL J. MCCAULEY JR., associate general counsel of SEC since October 1956, appointed general counsel of Federal Trade Commission.

• ROCCO C. SICILIANO, formerly assistant to President Eisenhower for personnel management, joins Washington law firm, Wilkinson, Cragun & Barker, as partner Dec. 1.

Deaths

• WILL WHITMORE, 57, advertising manager of American Telephone & Telegraph Co., died Oct. 20 in New York. Mr. Whitmore joined AT&T in 1948 as radio advertising manager, and was subsequently tv advertising manager.

• GILBERT W. HARRISON, 46, account executive at McCann-Erickson, N.Y., died last week following month-long illness. He joined M-E in 1945; prior to that he was head of market research for American Can Co.

• CYRIL NATHANIEL HOYLER, 54, manager of technical relations of RCA Laboratories, Princeton, N.J., killed in train-car collision at Saskatchewan, Canada last week. He was in Canada for series of demonstration lecture tours.

• ROBERT L. MURPHY, 42, Chicago radio-tv announcer (*Quiz Kids, News of the World, Bob & Kay Show, Don McNeill's Breakfast Club*) and previously on staff of NBC and ABC, that city, died in Chicago's Mercy Hospital Oct. 25 after several months' illness.

ITC MANIFESTS AIR OF OPTIMISM

USSR shows cooperation; U.S. radio or tv so far not concerned

After more than two months of intensive deliberations, cautious optimism is ventured over the outcome of the International Telecommunications Conferences being held in Geneva to devise new ground rules for the burgeoning field of communications, including outer space.

The biggest surprise has been the unusually cooperative attitude of the Soviet Union and its satellites, but there is intrigue aplenty behind the scenes. Actually, there are two conferences—the Administrative Radio Conference which began Aug. 17 and which does all of the technical spade-work and the in-fighting, and the formal Plenipotentiary Conference, which got under way Oct. 14, and which follows behind the administrative group to do the diplomatic wrap-up. Both conferences are working toward a Dec. 15 deadline.

As this was written on the scene in Geneva two weeks ago, nothing in the way of definitive action on any critical problems of allocation had been achieved. But that very week there came the first optimistic breakthroughs—on outer space, international shortwave and radio astronomy service. These, however, were at the sub-team level. Agreements reached, through *ad hoc* committee, or similar groups, are subject to approval by full committee and then ratification by the conference itself. But once the smaller units agree (since they are representative of all contending viewpoints) the other steps are regarded as relatively easy.

Riding Herd • Riding herd on the U.S. Delegation of 90, including advisors, at the administrative conference, is FCC Comr. T. A. M. Craven, an old hand at international negotiations. His opposite number, as chairman of the U.S. Delegation to the Plenipotentiary Conference, is Francis Colt DeWolf, chief, Telecommunications Division, State Department. FCC Comr. Rosel H. Hyde is vice chairman of the Plenipotentiary Conference delegation, and Arthur L. Lebel, of the State Department's Telecommunications Division, is Comr. Craven's vice chairman.

Thus far, nothing has transpired that is of concern to the U.S. broadcaster, either in radio or tv. These operations are in Region II and are beyond the pale of this conference. But if the conference does not reach an amicable end, anything might happen. And there is yet the possibility that some of the auxiliary services involving domestic broadcasting (remote pickup, studio transmitter links and intercity relays) which operate just above the standard broadcast band which ends at 1600 kc., could be effected in the consideration of new service allocations.

Attending the Administrative Conference are some 900 delegates representing 80-odd countries. So far there are 6,000 different proposals for modification of spectrum assignments—many of them emanating from the new and developing nations.

Directing the policy and supervising the housekeeping of the conferences, meeting in three separate buildings, is Gerald C. Gross, acting secretary general of the International Telecommunications Union and former assistant chief engineer of the FCC. Mr. Gross became the acting chief administrative officer of the union in June 1958, upon the death of Dr. Marco Aurelio Andrada of Argentina. He is regarded as the logical successor, but there are other contenders. Last week, his chances improved measurably.

Need • Need for the conference—the first full scale Telecommunications decisions since the Atlantic City conference in 1947—is reflected in a purely routine aspect. So many new stations in all categories have been licensed in the past decade that the world is running out of call letter combinations. First, three letter calls were used; then three and four letter calls. Now these are about exhausted. A recommendation before one of the working groups, agreed to in preliminary fashion, is that new five letter calls be authorized, running the alphabet from Triple A (AAA) to Triple Z (ZZZ). These would make possible enough call availabilities assigned to each signatory nation (U.S. has W and K for commercial, plus A and N for military and government) to accommodate future needs.

The *entente cordiale* with the Soviet has been the big surprise of the administrative conference. Conversely, the early reticence of the United Kingdom and of Canada in supporting U.S. proposals has caused lifting of brows. It is deduced that the Soviet delegation was instructed to hold out the olive branch because of the Eisenhower-Khrushchev conversations in Washington and the upcoming Moscow meeting of the two leaders.

But there is a more practical side. It is no secret here that a major interest of the Soviet is in becoming a full participant in international commercial aviation, in which it is a late starter. Hence, it has no status in the worldwide systems set up cooperatively by the international air lines. It presumably feels that its domestic, intercity needs can be accommodated outside the ITU, but it must have channels for international communications, either within the framework or outside ITU.

Thus, if the Soviet is given the air recognition it seeks it is presumed it

COMR. HYDE MR. DEWOLF

Head U.S. team to Geneva conference

will work with the Western nations in amicable settlement of such matters as management of high frequency (shortwave) broadcasting, and in space communications and radio astronomy, as well as other areas. If it does not get recognition in commercial aviation communications (and there is opposition) it is generally admitted that the roof could fall in, and the conference wind up in confusion. The Soviet will be supported by its six satellites, and while this vote would not be adequate to override the Western majority, their nonadherence could bring chaos and precipitate an international spectrum war —a global jamming in all areas of communications. This is what the signatories want to avoid.

One Clash • So far, only one personality clash has marred the deliberations, despite the tensions and the jockeying for advantage, and this was based largely on misunderstanding. Albert L. McIntosh, former FCC allocations engineer, now frequency manager for the Dept. of the Army and spokesman for the important allocations team for the U.S., walked out of a sub-level meeting on Oct. 3. This was after the presiding officer apparently misunderstood a procedural motion by Mr. McIntosh. A *New York Times* report stated Mr. McIntosh had walked out in protest against the Russians, but this is officially disclaimed. The British and Canadians thought they had been slighted, and there were apologies all around. The Russians laughed about it.

The first real breakthrough in the high frequency broadcast deadlock came Oct. 19. Agreement was reached, after more than a month, on appointment of an *ad hoc* committee to evolve a plan for frequency management, based principally on the U.S. proposal. It is designed to bring about international coordination in the use of these frequencies, minimize the occurrence of interference, and thus provide for the more effective use of the spectrum by all nations—the have-nots as well as the haves.

The smaller nations believe the Big Four "have" nations (U.S.A., Great Britain, France and U.S.S.R.) want to retain the status quo, and that the outlook is bleak for them, even though the U.S. proposal provides for long range assistance. They wanted an enlargement and revision of high frequency assignments to provide immediate "regional" facilities utilizing the 6, 7 and 9 mc. bands. All told, 11 nations in the "growth" category, led by Canada, made proposals for new shortwave allocations.

At the *ad hoc* committee meeting Oct. 22, a new demand arose from smaller nations for revamping of the international short wave rules to permit such channels to be used for domestic broadcasting. They contended these could be utilized to greater advantage internally than other modes of transmission (am or fm). Large nations, using international shortwave, are resisting this proposal on the ground that it deviates from long established principles and would do violence to international schedules.

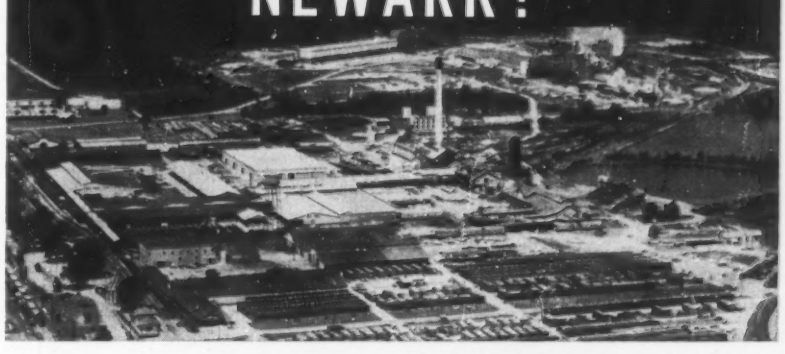
So far in the proceedings no questions have been raised about the use by Russia (or, for that matter, by any other nation) of frequencies outside the charted shortwave band for international broadcasting. And the question of jamming is taboo because it is regarded as in the "political" category, whereas this is a "technical" conference. Obviously, it is diplomatically improper to question any delegate or delegation on matters of propriety or good faith.

Spectrum • Consideration of adequate spectrum space for radio astronomy service, involving listening to outer space, reached the resolution stage during the week of Oct. 19, with favorable action regarded as likely. The proposed resolution described this service as "devoted to the reception of extremely low level electromagnetic radiations of extraterrestrial origin and must therefore be protected from radiations of man-made origin to the maximum degree practicable in those frequency bands wherein radio astronomy observations are required or desirable."

The conclusion was that all nations should make all practicable efforts to ensure that this service is afforded protection in a reasonable number of bands throughout the radio spectrum to promote progress of that service. Specified as important to this service were specified frequency bands ranging from 40 mc through 32,000 mc. This resolution, like other proposals, must negotiate the full committees and then the administrative conference, and finally get the protocol approval of the Plenipotentiary Conference.

The Plenipotentiary Conference, after its organization sessions which began Oct. 14, immediately was called upon to consider the admission of five Soviet-supported nations. These are Red China, North Korea, North Vietnam, Hungary and Outer Mongolia. Since these political subdivisions are not members either of the United Nations or of the ITU, recognition was not accorded them. On demand for a recorded vote, rather than a secret ballot, there were

DETROIT? PITTSBURGH? NEWARK?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

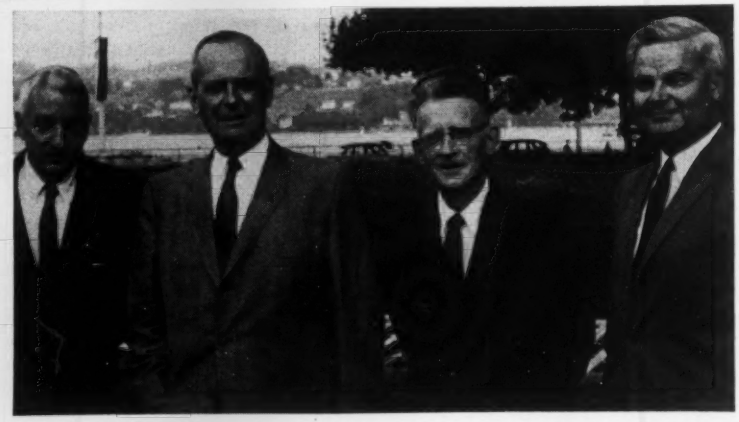
KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Crossett Company—producers of lumber, paper, chemicals and charcoal —Crossett, Arkansas.



U.S. "team" at Geneva • Key Americans at the Administrative Radio Conference at Geneva are these four: (from l to r): Gerald Gross, acting secretary-general, International Telecommunications Union; FCC Comr. T. A. M. Craven, chairman of the U.S. delegation; Arthur L. Lebel, State Dept. and vice chairman of the U.S. delegation; John H. Gayer, U.S. member, International Frequency Registration Board.

40 nations, against six (Soviet and its satellites) for and seven abstensions.

A new $2 million budget for ITU and its related functions, contributed by the member nations, was proposed by Mr. Gross, so that it can be fully assimilated into the United Nations common system of pay, pensions and allowances.

Candidate • The Plenipotentiary Conference, among other actions, must approve executive personnel. Mr. Gross is the candidate of the United States for permanent secretary-treasurer—a lifetime appointment. But there may be agreement on limiting the appointment to a specified term.

Only other top-ranking American in the international organization is John H. Gayer, U.S. member of the 11-man IFRB, who has served since 1953. A Nebraskan, he is a former consulting engineer, and likewise is in line as the U.S. candidate to succeed himself. In question, however, is the size of the board, which may be reduced to seven or increased to 15 and that would have a bearing on the various candidacies. IFRB appointments heretofore have run from international convention to convention—normally held at five year intervals. But the last full scale conference was at Atlantic City in 1947.

Overall, ITU has 260 employees, of whom three are Americans.

The Soviet has proposed abolition of IFRB on the ground that it is inefficient and unnecessarily expensive. It has proposed that its functions in registration of frequencies used on a world-wide basis, be made part of the general secretariat. The U.S. proposal is to retain IFRB but to alter its structure as conditions warrant.

Space Discussion • Space communications, spotlighted by the Soviet sputnik and lunik sensations, became urgent business of the radio conference almost from the outset. It was agreed that vehicles sent into space would be useless without the ability to transmit the information they collect back to earth and that radio is the only means of doing this. It likewise was agreed that special frequencies must be allocated internationally and that the recognized agency to handle this is the ITU, since it supervises the fair and effective distribution of frequencies for all purposes and all countries with the sole aim of making them free from harmful interference.

The conference was goaded into early consideration of the space problem, by Andrew G. Haley, Washington communications attorney and recognized authority in space law, who serves as president of the International Astronautical Federation. Shortly after his appearance in September, an *ad hoc* group was appointed to prepare a plan. A divergence of views between the USSR and Czechoslovakia, on the one hand, and the U.S., Britain and France, on the other, has developed, but all are agreed as to the need for action.

The U.S. view is that certain bands should be allocated immediately and protected for space research. The Russians say this is premature, and that for the present it would be enough to use the frequencies already activated for the various Russian and American space projects. There is the view, apparently having the support of all, that a special international conference on communications with, and by means of, space vehicles, will have to be convened soon. Specifically, the U.S. proposal was that space below about 500 mc. be considered for space research, and that specific allocations should be made. Russia didn't object but felt it premature to restrict such space specifically for this purpose.

[First flight of the 100-ft. sphere by which the National Aeronautics & Space Administration intends to test out the theory of transoceanic communications via orbiting passive reflectors occurred Oct. 28 at Wallop's Island, Va., see story page 92].

• Abroad in brief

77 Dramas • The Australian Broadcasting Corp. has bought 77 tv dramas from the Canadian Broadcasting Corp. The group includes one 90-minute, 28 hour and 48 half-hour dramas, mostly from the *General Motors Presents* and *The Unforeseen* Series.

Tv commercials • Rock Pictures of Canada, Toronto, is a new film company handling tv commercials. Principals are Ernie Taylor, Stan Lipinski and Dick Fonger. Address: 53 Queen St. East, Toronto.

Pictafilm • Pictafilm Inc. has been formed with offices in New York as a subsidiary of Williams & Hill Ltd., Toronto film producer. The new company will produce tv commercials using

the Pictafilm process invented by W & H vice-presidents Richard Hill and Heinz Drege. The new process is said to eliminate much of the complicated sequence of production steps necessary in conventional film-making, giving results which can be previewed and controlled in advance. It has been in use in Toronto for three years, and is patented in Canada and the U.S. W & H producer Colin Smith will organize the New York company's first projects.

Canada sets hearings on second tv stations

The Board of Broadcast Governors has announced the opening dates of public hearings it will hold next year on applications for second tv licenses in eight Canadian cities. Till now, the CBC has held a tv monopoly in the communities. (BROADCASTING, July 27, Aug. 10.)

Hearings in Winnipeg will open Jan. 11, in Vancouver Jan. 18, in Montreal March 7, in Toronto March 14, in Edmonton and then Calgary May 9, in Halifax and then Ottawa, June 20.

Deadlines for the submission of applications to the Dept. of Transport were Oct. 30 for the Winnipeg and Vancouver hearings, Nov. 30 for Montreal hearings, Dec. 31 for Toronto hearings, Feb. 29 for Edmonton and Calgary, and March 31 for Halifax and Ottawa.

Applications for a second tv license will be heard only in the city in which the station will be established. These are the only hearings the Board will hold during the first half of 1960, however, briefs need not apply only to second tv licenses. Applications for new am or fm stations, increases in power, tv stations in areas not now served, etc., will be heard in any of the cities.

Because the technical rule of "one station per area" no longer is in force, the Board also will examine applications for changes in facilities from existing stations in an area, which have been denied fullest use of their channel by the old rule and want to extend their Grade A contour.

In Hartford . . .
Sales are poppin' with new W P O P !
Up from 25% to 29% share, 6:00 P.M.-12 Mid. Mon.-Fri. or 16%
Call Adam Young today
WPOP
Hartford, Conn.
A Tele-Broadcasters Station

4 stations, 1 network licensed in Canada

The Board of Broadcast Governors of Canada has approved licenses for a new tv station, 2 am's, 1 fm and a new fm network.

New am licenses were approved for: Radio Richelieu Ltd., Joliette, Que., 1350 kc and 1 kw; Gerald Duffy on behalf of a company to be incorporated, at Pointe Claire Que., 1470 kc and 1 kw.

New fm licenses were approved for: La Tribune Ltd., at Sherbrooke, Que., 102.7 mc, with an ERP of 57 kw; Broadcasting Station CFJB Ltd., at Brampton, Ontario, 102.1 mc, with an ERP of 857 w.

The Board approved an application to establish a new tv station at Grand Falls, Newfoundland, by the Newfoundland Broadcasting Co. Ltd. Station would have an ERP of 7.3 kw (video) and 3.6 kw (audio) on ch. 4.

It also approved for an 18-month period operation as a network of the three CBC fm stations, CBM-FM Montreal, CBO-FM Ottawa and CBC-FM Toronto. Previously, the three stations used program material from the corresponding am stations; the CBC now plans to originate much of its own material specially for fm. Emphasis will be on music, though some use may be made of programs from the BBC's Third Program.

Power Changes • The Board also approved the following applications for changes in power: CBC, CBYT Corner Brook, Newfoundland, from 63.8 w (video) and 38.3 w (audio) to 197 w (video) and 98.3 w (audio) on ch. 5; in daytime power by La Tribune Ltd., CHLT Sherbrooke, Quebec, from 5 kw to 10 kw on 630 kc, nighttime power remaining at 5 kw; in daytime power by La Bonne Chanson Inc., CJMS Radio, Montreal, Quebec, from 5 kw to 10 kw on 1280 kc, nighttime power to remain at 5 kw; in power by C-JOY Ltd., CJOY Guelph, Ontario, from 250 kw to 10 kw daytime and 5 kw nighttime; in daytime power by Barrie Broadcasting Corp., CKBB Barrie, Ont., from 5 kw to 10 kw, nighttime power to remain at 2.5 kw on 950 kc; in daytime power by Sun Parlor Broadcasters Ltd., CJSP Leamington, Ont., from 250 w to 1 kw on 710 kc; in ERP by Thunder Bay Electronics Ltd., CFCJ-TV Port Arthur, Ont., from 28 kw (video) and 15 kw (audio) to 55.4 kw (video) and 30.2 kw (audio) on ch. 2; in daytime power by Southern Manitoba Broadcasting Co. Ltd., CFAM Altona, Manitoba, from 5 kw to 10 kw on 1290 kc; nighttime power remaining at 5 kw.

The following changes in facilities were approved: change in frequency by the CBC, CBRO (Low Power Relay), Greenwood, B.C., from 730 kc to 740 kc; change of site by Cape Breton Broadcasters Ltd., CJCB-TV-1 Inverness, N.S., offering slightly improved service to Antigonish; establishment of a 250 w standby transmitter at the main studio site by Edmonton Broadcasting Co. Ltd., CJCA Edmonton; increase in antenna height by CBC, CFWH Whitehorse, Yukon Territory, to 207 feet with a power of 250 w on 1240 kc; change in antenna site and increase in power from 150 w to 250 w of the CBC station CFYK Yellowknife, Northwest Territories; increase in power from 100 w to 1 kw by the CBC's station CHAK Aklavik, N.W.T., coupled with a change in frequency from 1490 kc to 860 kc omnidirectional and a change in antenna site and studio from Aklavik to Inuvik, N.W.T.

New English station

Anglia Tv, Independent Television Authority's ninth station, commenced operation in East England Oct. 27.

A total of 93 commercials will be telecast in the opening night's transmission. Of these, almost a third will be time sold to local advertisers.

NOW CUTIE 2 to 1 OVER NEAREST COMPETITOR IN EVERETT WASHINGTON!

KQTY runs away from closest competitor and outranks all other stations in the North Puget Sound market of over 300,000 people! Hooper, August 1959

KQTY—1230

Color Radio—24 hours of music! Owned and operated by Wally Nelskog. For availabilities contact FORJOE & CO. or call KQTY, Everett, Washington.

Java props • WCAU-TV Philadelphia is focusing on wives of key coffee buyers to merchandise the Maxwell House spot schedule. Hoping they'll tell their husbands about the brand that "tastes as good as it smells," the station has sent each of them a small percolator containing four coffee beans (Maxwell House Regular selects only one bean out of four), a recording of the commercial's background music ("The Sound of Ground") and a can of the product. "This is our way," an enclosed letter says, "of letting you know how Maxwell House Regular Coffee is helping to increase your husband's business." A p.s. tells about Maxwell House Regular's schedule on tv. The commercials in question, getting wide exposure across the country, are Ogilvy, Benson & Mather's solution to communicating a "trademark in sound" (BROADCASTING, Aug. 17).

WCHS-TV 'bribes' clients

Flashing lights and screaming sirens of the Charleston, W. Va. police department helped herald the premiere telecast of ABC-TV's *The Untouchables* on WCHS-TV, there. Members of the police force roared up to the doors of WCHS-TV clients, banged on their doors, and delivered bundles of "bribe money". The money in $10,000 and $50,000 denominations read: "This certifies that the bearer has taken this bribe to watch *The Untouchables* on WCHS-TV. This certificate is illegal and was accepted as a bribe."

To promote *The Alaskans*, a one-half pound bag of gold covered candy was given to the clients with a tag reading "gold rush tonight" and an admonition to watch the show.

Cakes get around

Recent birthday celebrations of two stations, one radio, the other tv, centered around the traditional birthday cake.

KMAY Springfield, Ill., carried its ninth birthday anniversary to Springfield street corners, where it passed out over 2,000 slices of specially decorated cakes. Those having birthdays on the same date were given gifts.

KLTV (TV) Tyler, Tex., highlighted its fifth birthday celebration by having a special 300 pound cake prepared and baked through a one-week period. The cake was put together in KLTV's studio and shown on-the-air during the various stages of its construction. The final product was seven feet tall. It was made in five graduated layers—one for each year of KLTV's existence. The cake was donated to a state tb hospital where it served 600 patients at two meals.

New Studios for KMOX

A special 12-page section in the *St. Louis Globe-Democrat* heralded the opening of new studios and offices for KMOX St. Louis.

On its editorial page, the *Globe-Democrat* said "St. Louis is fortunate to have one of the most community-minded of all American radio stations." The editorial also commended KMOX for its pioneering use of broadcast editorials.

'Moon and Sixpence' promotion

NBC-TV augmented its promotion barrage for last Friday's (Oct. 30) special, *The Moon and Sixpence* (8-9:30 p.m. EST) with daily contest on *Dough Re Mi* (Mon-Fri., 10-10:30 a.m. EST). Each day host Gene Rayburn asked viewers to watch and tell the network "Why I liked *The Moon and Sixpence*" in 25 words or less. Prizes include a trip to the Bahamas, RCA television sets, radios, appliances and record albums and General Foods Gourmet packages. Viewers have until Friday (Nov. 6) to send in entries.

Teens, parents like 'Baby-sitter' show

A station which programs to an adult audience but feels there is still a place in its schedule for rock and roll music may well follow the example of WAGC Chattanooga, Tenn., where a new program *Baby Sitter's Special* fills a community service, attracts teenagers and adults and satisfies advertisers.

Originated by Gilbert M. Kelley, general manager of WAGC, who felt there was a need for rock and roll music in moderation, *Baby Sitter's Special* is heard each Saturday from 4:30 to 6 p.m.—and it's completely sold out. The program obtains sitters for the adult listeners who would like an evening out. Teenage girls phone in their names and telephone numbers and parents simply listen for the numbers between rock and roll records and make their own arrangements for the evening. Advertisers on the show are primarily local theatres and restaurants, with the result that listeners receive suggestions on where to spend their "evening out on the town."

The brainchild of Mr. Kelley, *Sitter's Special* will soon have an additional time slot on late Friday afternoons, "because," Mr. Kelley says, "we have more calls than time on the Saturday show." Stations desiring further information on the program are invited to write to WAGC, Box 349, Chattanooga.

• Drumbeats

'Project' in print • Four books have grown out of NBC-TV *Project 20* shows. They are *Victory at Sea* by Doubleday & Co., *The Jazz Age* by G.B. Putnam's Sons, *Meet Mr. Lincoln* and *Mark Twain's America*, both by Ridge Press. The last named is based on a program not yet broadcast and the book won't be out until fall next year. The others are current fall and winter releases. All include pictures and texts from the telecasts.

Fm sellout • KPLI (FM) Riverside, Calif.'s broadcast schedule was purchased for an entire day (Oct. 23) by the Downtown Assn. of Riverside for a giant retail promotion by the city's merchants. The main street was turned into a pedestrain mall to accommodate an estimated 50,000 shoppers. The next day's schedule was purchased by the Provident Federal Savings & Loan Assn., which limited its commercials to an occasional mention of its name. KPLI's full schedule on both days was broadcast to shoppers through hi-fi speakers mounted on the roofs of buildings.

Trick or treat • Little ghosts and goblins

St. Louis' 'Broadcast House' • Top broadcasters and agency executives journeyed to St. Louis for the opening of new $250,000 studio facilities for WIL, the Balaban Station. Shown above (l to r) are John Box Jr., managing director of the Balaban Stations; G. W. Armstrong, vice president, Storz Stations, and Harry K. Renfro, radio-tv director, D'Arcy Adv.

in Omaha, Neb. went about their Halloween duties asking "It this the KOIL Trick or Treat House?" KOIL, that city, placed more than 100 radios in homes throughout the area. The radio's were awarded to trick or treaters who picked the correct houses.

Football for fund • KFMB-TV San Diego donated the commercial time of its coverage of the Notre Dame vs. U. of California football game to the United Fund Campaign. Local civic and business leaders went on the station to appeal for the fund. A concentrated 'announcement campaign on KFMB-AM-TV alerted Southern Californians to the event.

Award performance • What is lost in suspense should be made up in publicity for the NBC-TV *Sunday Showcase* Nov. 29, presenting winners of The National Academy of Recording Arts & Sciences awards. Ballot counting took place last week, with winners being announced as they are signed for the show. This represents a departure from tv and motion picture Academy shows, where awards are announced on the air. For the 8-9 p.m. award disc show, winners will perform award numbers, supporting Academy feeling that "performance is the essential ingredient of show business [and] that's why the first televised award show of the NARAS will be an hour of performances of the 'Best Recordings of 1959'." Sponsor: Watchmakers of Switzerland through Cunningham & Walsh.

Bachelor's party • Authentic surroundings of a playboy's plush penthouse form the backdrop of a new weekly before-and-after midnight live telecast started on WBKB (TV) Chicago, Oct. 24. Titled *Playboy's Penthouse*, the program is characterized as a "playboy party, complete with 'playmates' and outstanding personalities from the fields of entertainment and the arts" who drop in to visit m. c. Hugh Hefner, editor-publisher of *Playboy* magazine. Set for the series is described as the largest and most elaborate ever constructed at the station. Program is aired Saturday, 11:30 p.m., to 1 a.m. Among the props: an "entertainment wall," with tv and high fidelity equipment, an aquarium with mermaid and a balcony complete with a playboy art collection.

WEWS (TV) town meeting • The pros and cons of a complicated county charter were presented by WEWS (TV) Cleveland last Wednesday (Oct. 28). The station has not telecast any paid advertising on the charter as it feels the issue "cannot be argued by slogans." An audience of 100 for the charter and 100 opposing it will mount the WEWS studio soapbox in the program.

AMPEX All professional recorders readily available in stock including 300's & 350's. SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY-PRICES

kierulff SOUND CORPORATION

820 W. OLYMPIC BLVD. - LOS ANGELES 15, CALIFORNIA

In Cincinnati
One Station–
WCKY
Does The Job of Two
24 Hours a Day

DAYTIME
NUMBER ONE IN METROPOLITAN AUDIENCE*
Mon.-Fri.—6:00 AM-6:00 PM
Average 4.7 rating

NITETIME
THE LARGEST NIGHTLY AUDIENCE OF ANY STATION IN THE NATION OUTSIDE OF 3 N. Y. CITY STATIONS.**
476,150 Homes Nightly
CPM—8.4c

*April-May '59 Nielsen
**NCS #2

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 21 through Oct. 27. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

Actions by FCC

***Board of Control of Florida, Tallahassee, Fla.**—Granted cp for new noncommercial educational tv station to operate on ch. °11; ERP 95.5 kw vis. and 47.9 kw aur.; ant. height 760 ft. Ann. Oct. 22.

Existing Tv Stations

Actions by FCC

WBMG (TV) Birmingham, Ala.—By letter, denied petition for reconsideration of July 8 action denying waiver of Sec. 3.607 of rules to permit temporary operation on ch. 4 in Birmingham and dismissing application. Ann. Oct. 22.

***WGTV (TV) Athens, Ga.**—By letter, denied request for waivers of Sec. 3.685(a) and 3.610 and dismissed application to move trans. from site 16 miles southwest of Athens to site in Atlanta about 56 miles west/southwest of Athens, change type ant. and specify height of 900 ft. Ann. Oct. 22.

Tv Translator

Actions by FCC

***Gallup McKinley County Schools, Gallup, N. M.**—Granted cp for new tv translator station on ch. 74 to translate programs of *KNME-TV (ch. 5), Albuquerque, N. M. Ann. Oct. 22.

New Am Stations

Actions by FCC

Naugatuck, Conn. — Naugatuck Valley Service Inc. Granted 860 kc, 250 w DA-D. P.O. address 90 Church St., Naugatuck. Estimated construction cost $24,900, first year operating cost $49,660, revenue $56,390. **Maurice Greenberg** (88.3% owner of applicant), is Waterbury, Conn. real estate dealer. Ann. Oct. 21.

Weldon, N.C.—Twin City Bcstg. Co. Granted 1400 kc, 250 w unl. P.O. address Box 1041, Henderson, N.C. Estimated construction cost $14,000, first year operating cost $23,000, revenue $35,000. Sole owner **Nathan Frank** also owns WHNC-AM-FM Henderson and WNBE-TV New Bern, both North Carolina. Ann. Oct. 22.

Salt Lake City, Utah—William Palmer Fuller III. Granted 630 kc, 1 kw D-DA. P.O. address 301 Mission St., San Francisco, Calif. Estimated construction cost $45,516, first year operating cost $48,000, revenue $95,000. Mr. Fuller, sole owner, has paint and glass interests. Ann. Oct. 21.

APPLICATIONS

Blythe, Calif.—Geoffrey A. Lapping, 1260 kc, 500 w D. P.O. address Box 1669 Phoenix, Ariz. Estimated construction cost $10,800, first year operating cost $33,500, revenue $42,500. Applicant is in program services contracting business. Ann. Oct. 21.

Otsego, Mich.—Dwight M. Cheever, 980 kc, 500 w D. P.O. address Room 1, Tripp Bldg., Allegan, Mich. Estimated construction cost $31,007, first year operating cost $38,000, revenue $48,000. Applicant is municipal judge of Allegan, Mich. Ann. Oct. 21.

Harve, Mont.—Harve Musicasters, 1340 kc, 250 w. P.O. address % KUDI, Great Falls, Mont. Estimated construction cost $12,800, first year operating cost $68,000, revenue $89,000. Applicants are **D. Gene Williams, Delbert Bertholf, Paul Crain** and others, 11-1/9% each. Mr. Williams is 50% owner of KOYN Billings, 25% owner KUDI Great Falls, both Montana, and KODY Minot; 37½% owner of KUTT Fargo and KQDI Bismarck, both North Dakota. Mr. Bertholf is 50% owner of KOYN Billings and has minority interests in KUDI Great Falls, Mont. and KQDY Minot, KQDI Bismarck, and KUTT Fargo, all North Dakota. Mr. Crain is 50% owner of KQDY Minot, N.D. and KUDI Great Falls, Mont. Ann Oct. 26.

Hobbs, N.M.—Echols Bcstg. Co., 1580 kc, 1 kw D. P.O. address Box 688, Clovis, N.M. Estimated construction cost $33,211, first year operating cost $70,000, revenue $80,000. Principal applicants are **Odis Echols Jr.** 45% and **Odis Echols Sr.** 40%. Mr. Echols Sr. owns 50.58% and Mr. Echols Jr. 47.06% of KCLV Clovis, N.M. Ann. Oct. 21.

Existing Am Stations

Actions by FCC

WPRY Perry, Fla.—Granted mod. of license (1400 kc 250 w) to change hours of operation from unl. time to daytime with specified hours. Ann. Oct. 22.

WITY Danville, Ill.—Granted change from DA-1 to DA-2 (change in daytime DA pattern only) continuing operation on 980 kc 1 kw. Unl. engineering conditions. Ann. Oct. 22.

WJEF Grand Rapids, Mich.—Granted increase of daytime power from 250 w to 500 w, continuing operation on 1230 kc, 250 w-N. Ann. Oct. 22.

KROC Rochester, Minn.—Granted increase of daytime power from 250 w to 1 kw DA-D, and change site, continuing operation on 1340 kc 250 w-N; engineering conditions; remote control nighttime permitted. Ann. Oct. 22.

APPLICATIONS

KMAP Bakersfield, Calif.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment. (1490 kc.) Ann. Oct. 21.

WJOB Hammond, Ind.—Cp to increase daytime power from 250 w to 1 kw except when WEDC Chicago is in operation and radiation controlled by resistor while WSBC Chicago is in operation. (1230 kc.) Ann. Oct. 21.

WFRB Frostburg, Md.—Cp to change hours of operation from Canadian Restricted Day to Daytime Only. (740 kc.) Ann. Oct. 21.

WPBC Minneapolis, Minn.—Cp to change hours of operation from D to unl., using power of 5 kw (DA-1), change trans. and studio location and change station location from Minneapolis, to Richfield, Minnesota. (980 kc.) Ann. Oct. 21.

WOKE Charleston, S.C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc.) Ann. Oct. 26.

KPVA Camas, Wash.—Cp to increase power from 1 kw to 5 kw and install new trans. (1480 kc.) Ann. Oct. 21.

WFID Rio Piedras, P.R.—Cp to change frequency from 95.9 mc, ch. 240 to 95.7 mc, ch. 239, change ERP from 840 kw to 17 kw and install new trans. Ann. Oct. 21.

New Fm Stations

Actions by FCC

Sylacauga, Ala.—Marble City Bcstg. Inc. Granted 98.3 mc, 630 w. P.O. address Box 511 Sylacauga, Ala. Estimated construction cost $3,250, first year operating cost $4,000, revenue $7,300. Marble City Bcstg. Inc. operates WMLS Sylacauga. Ann. Oct. 22.

Santa Barbara, Calif.—KDB Bcstg. Co. Granted 93.7 mc, 5 kw. P.O. address Radio Square, Santa Barbara, Calif. Estimated construction cost $8,000, first year operating cost $1,000. Applicants are **Lucie Menard** and **Rube Goldwater** equal partners in KDB Santa Barbara. Ann. Oct. 22.

Ft. Lauderdale, Fla.—Harold H. Heminger. Granted 105.9 mc, 2.9 kw. P.O. address 305 South Andrews, Ft. Lauderdale, Fla. Estimated construction cost $12,785, first year operating cost $18,000, revenue $24,000. Applicant is employe of publishing company. Ann. Oct. 22.

Mt. Carmel, Ill.—Albert A. Barnhard. Granted 94.9 mc, 3.3 kw. P.O. address 316 Market St., Mt. Carmel, Ill. Estimated construction cost $25,600, first year operating cost $50,250, revenue $50,250. Mr. Barnhard is lawyer. Ann. Oct. 22.

***Interlochen, Mich. — National Music Camp.** Granted 103.1 mc, 1 kw. P.O. address % John W. Reiser, Interlochen, Mich. Estimated construction cost $32,780, first year operating cost $12,000. National Music Camp is non-profit music education corporation. Ann. Oct. 22.

Omaha, Neb.—Meredith WOW Inc. Granted 92.3 mc, 21 kw. P.O. Address 17th & Farnum Sts., Omaha 2. Estimated construction cost $33,571, first year operating cost $29,000, revenue $12,000. Applicant is owned by **Meredith Engineering Co.,** licensee of KCMO-AM-FM-TV Kansas City, Mo. Ann. Oct. 22.

Red Bank, N.J.—Frank H. Accorsi. Granted 106.3 mc, 1 kw. P.O. address 7 Broad St., Red Bank, N.J. Estimated construction cost not available, first year operating cost $26,000, revenue $29,000. Mr. Accorsi, sole owner, is in recording and program production business. Ann. Oct. 22.

Mount Kisco, New York—Incorporated Meliphon. Granted 107.1 mc, 0.3 kw. P.O. address Box 208, Mount Kisco, New York. Estimated construction cost $11,357, first year operating cost $18,500, revenue $25,000. Applicants are **William J. McCarren, Richard W. Burden, Julius Geilenkirchen** and **C. Edward Dombert,** (25%) each. Mr. Burden is audio engineer. Mr. McCarren is WCBS New York trans. supervisor. Mr. Geilenkirchen is engineer operator for WFAS Westchester, N.Y. Mr. Dombert is employed by CBS. Ann. Oct. 22.

Tulsa, Okla.—Sound Unlimited Radio Enterprises Inc. Granted 92.9 mc, 4.1 kw. P.O. address 3745 S. Peoria, Tulsa, Okla. Estimated construction cost $13,330, first year operating cost $9,000, revenue $9,000. Principals are **George C. Lynde** and **W.E. Rowsey Jr.,** 26%, and **Harry E. Rasmussen,**

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through October 27

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,368	66	95	726
FM	605	54	159	89
TV	468[1]	58	96	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through October 27

	VHF	UHF	TOTAL
Commercial	445	81	526
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through September 30, 1959

	AM	FM	TV
Licensed (all on air)	3,358	600	465
CPs on air (new stations)	59	46	54
CPs not on air (new stations)	105	157	101
Total authorized stations	3,522	803	669
Applications for new stations (not in hearing)	490	62	57
Applications for new stations (in hearing)	219	29	69
Total applications for new stations	709	91	126
Applications for major changes (not in hearing)	604	32	32
Applications for major changes (in hearing)	162	6	18
Total applications for major changes	766	38	50
Licenses deleted	1	0	1
CPs deleted	1	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

25%. Messrs. Lynde and Rowsey are turf contractors. Mr. Rasmussen is distributor of electronic and sound equipment. Ann. Oct. 22.

Dallas, Tex.—The McLendon Corp. Granted 98.7 mc, 16.5 kw. P.O. address 2104 Jackson St., Dallas, Tex. Estimated construction cost $33,000, first year operating cost $15,000, revenue $15,000. Applicant is owner of KLIF Dallas. Ann. Oct. 22.

Milwaukee, Wis.—Radio Milwaukee Inc. Granted 102.9 mc, 22 kw. P.O. address 190 N. State St., Chicago 1. Estimated construction cost $21,913, first year operating cost $25,000, revenue $27,500. Applicant is licensee WRIT Milwaukee. Ann. Oct. 22.

APPLICATIONS

Cortez, Colo.—KVFC Inc. 94.1 mc, 3 kw. P.O. address Box 740, Cortez, Colo. Estimated construction cost $12,090, first year operating cost $7,500, revenue $6,000. Principal applicant is **Jack W. Hawkins** who is majority owner of KVFC Cortez, and has minority interests in KVLF Alpine and KIUN Pecos, both Texas. Ann. Oct. 20.

Litchfield, Ill. — Mid-Illinois Bcstg. Co. 106.1 mc, 6.1 kw. P.O. address Box 241, Litchfield, Ill. Estimated construction cost $9,772, first year operating cost $7,500, revenue $10,000. Principal applicants is **Hayward L. Talley** who is 87.6% owner of WSMI Litchfield. Ann. Oct. 21.

Detroit, Mich.—Earl, Mullins, Torian, Propst and Stein 98.7 mc, 59.4 kw. P.O. address % Raymond B. Torian, 7153 Pacific View Dr., Hollywood, Calif. Estimated construction cost $19,000, first year operating cost $25,000, revenue $40,000. Principal applicants are **Raymond B. Torian, Alex N. Stein** and **Don P. Propst,** 26⅔% each. Mr. Torian is majority owner of KNOB Long Beach, Calif. Mr. Stein has interest in KNOB and is commercial manager of KSPA Santa Paula, both California. Mr. Propst is employe of KNOB. Ann. Oct. 21.

St. Louis, Mo. — 220 Television Inc. 97.3 mc, 25.7 kw N. P.O. address 220 N. Kingshighway, St. Louis, Mo. Estimated construction cost $26,300, first year operating cost $25,000, revenue $30,000. Applicant is owner of KPLR-TV St. Louis. Ann. Oct. 21.

Jenkintown, Pa.—William L. Fox 103.9 mc, 750 w. P.O. address 1401 Juniper Ave., Melrose Park, Pa. Estimated construction cost $17,500, first year operating cost $15,000, revenue $15,000. Applicant is attorney. Ann. Oct. 21.

Seattle, Wash.—Arthur Siegal 93.3 mc, 6.64 kw. P.O. address 1051 N. 38th St. Seattle, Wash. Estimated construction cost $13,062, first year operating cost $12,000, revenue $15,000. Applicant is electrical contractor. Ann. Oct. 21.

Existing Fm Stations

ACTIONS BY FCC

Granted SCA to following fm stations for functional music operation on multiplex basis: Dale W. Flewelling (KXRQ [FM]), Sacramento, Calif.; Western Bcstg. Co. (KDUO [FM]), Riverside, Calif.; Western Slope Bcstg. Inc. (KREX-FM), Grand Junction, Colo.; WHP Inc. (WHP-FM), Harrisburg, Pa.; Radiohio Inc. (WBNS-FM), Columbus, Ohio; Music Unlimited Inc. (KEFC [FM]), Waco, Tex., and KFAB Bcstg. Co. (KFAB-FM), Omaha, Neb. Ann. Oct. 22.

WRFL (FM) Winchster, Va.—By letter (1) dismissed for lack of compliance with rules application for SCA but (2) granted request for 3 months temporary authority to install and operate multiplex equipment to provide program relay service to various stations within its service area for play-by-play descriptions of baseball games and other sporting events originating from participating stations in Washington, D.C. Ann. Oct. 22.

Ownership Changes

ACTIONS BY FCC

WABB Mobile, Ala.—Granted assignment of license from **Cy Blumenthal** to **Julius W.** and **Bernard Dittman,** d/b as **Radio Station WABB;** consideration $185,000 plus $20,000 consultant fee for 5 years. Ann. Oct. 22.

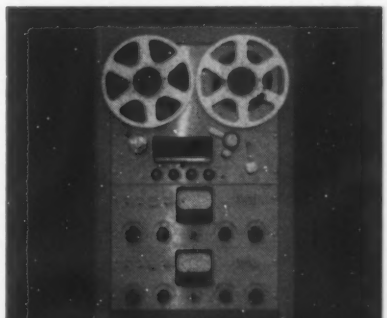
KLFM (FM) Long Beach, Calif.—Granted assignment of cp from **Ted Bolnick** and **Walter Gelb** to **Harriscope Inc.** (interest in KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming); consideration $1,000. Ann. Oct. 22.

KCOP (TV) Los Angeles, Calif.—Are being requested to submit additional information within 20 days concerning applications for acquisition of positive control by **NAFI Corp.** through exchange of stock by **Harry L. (Bing) Crosby Jr., Kenyon Brown, George L. Coleman, Joseph A. Thomas** and **Alvin G. Flanagan** and for renewal of license. Comr. Bartley concurred. Ann. Oct. 22.

KAJS (FM) Newport Beach, Calif.—Granted assignment of cp to **Western Enterprises Inc. (Richard L. Wesson,** president); consideration $2,500 as partial reimbursement of expenses. Ann. Oct. 22.

KPRI (FM) San Diego, Calif.—Granted assignment of cp to **KPRI Inc. (Lawrence Shushan);** consideration $1,150. Ann. Oct. 22.

KBCA (FM) Los Angeles, Calif.; KBCO (FM) San Francisco, Calif.—Are being advised that applications for assignment of license of KBCA and cp for KBCO to **International Good Music Inc.,** indicates the



BUY NOW FOR THE FUTURE

Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere — Write to Ampex for a copy of Bulletin B.

AMPEX CORPORATION
professional products division
934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

HARVEY HAS AMPEX
Equipment and Parts For Immediate Delivery
hrc HARVEY RADIO CO., INC.
103 W 43rd ST NEW YORK 36, N. Y. JU 2-6380

HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N.Y. ELdorado 5-0405

Equipping a Radio Station?

Type BQ-51A/BA-51A

RCA Magnetic Disc Recorder Is a Great New Tool for Broadcasters!

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, SEE RCA FIRST!

Write for descriptive literature to RCA, Dept. A-22, Building 15-1, Camden, N. J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

necessity of hearing. Chairman Doerfer dissented. Ann. Oct. 22.

KBNZ LaJunta, Colo. — Granted assignment of license to **Grady Franklin Maples**, tr/as **La Junta Bcstrs.** (has 50% interest in KBYG Big Spring, and KUKO Post, Tex.); consideration $54,000. Ann. Oct. 22.

WFBF Fernandina Beach, Fla.—Granted assignment of license to **Rowland Radio Inc. (Robert W., Gwendolyn H., Marshall W., and Carol C. Rowland,** latter two own WQIK Jacksonville, Fla.); consideration $35,000. Comr. Bartley dissented. Ann. Oct. 22.

KBKC Mission, Kan.—Granted (1) renewal of license and (2) assignment of license and cp from corporation to partnership **(Mission Bcstrs.)** and then to **KBKC Inc.** (92% owned by **Public Radio Corp.**, which owns KAKC Tulsa, Okla., and KIOA Des Moines, Iowa); consideration $400,000. Ann. Oct. 22.

KWIK Pocatello, Idaho—Granted (1) renewal of license and (2) transfer of control from **Don W. Burden,** et al., to **William T. Woods, Harlan E. Miles, John W. Lewis** and **Marvin Mollring** (latter two have interests in WIBV Belleville, Ill.); consideration $125,000. Ann. Oct. 22.

WHIR Danville, Ky.—Granted assignment of license to **WHIR Inc. (T.C. Quisenberry** is also principal stockholder of station WEKY Richmond, Ky.); consideration $120,000 and agreement to employ **W.T. Isaac** as consultant for 2 years for $5,000. Comr. Bartley dissented. Ann. Oct. 22.

WGAW Gardner, Mass.—Granted transfer of control from **Television & Radio Bcstg. Corp.** to **Chair City Bcstg. Corp. (C. Edward Rowe);** consideration $75,000. Ann. Oct. 22.

WMDN Midland, Mich.—Granted assignment of license to **Midland Bcstg. Co. (Donald A. Sherman,** president); consideration $100,000. Ann. Oct. 22.

KQAQ Austin, Minn.—Granted assignment of cp to **KQAQ Inc. (Lester L. Gould,** president, has interest in KFMA Davenport, Iowa; WJNC Jacksonville, N.C. Mr. Gould and **Esther L. Plotkin,** vice president, have interest in KRWC Forest Grove, Ore.); consideration $30,054. Ann. Oct. 22.

KBRX O'Neill, Neb.—Granted acquisition of positive control by **Gaylord Illingworth,** now 20% owner, through purchase of remaining 80% interest from **William C. Whitlock,** et al., for $6,635. Ann. Oct. 22.

KXMC-TV Minot, N.D.—Granted assignment of licenses to **KXMC-TV Inc.** (assignor 47½% owner); consideration $1,040,000. Ann. Oct. 22.

WEYE Sanford, N.C. — Granted assignment of license to **WEYE Inc. (Lawrence** and **Carol D. Brandon,** who own WAVH Henderson, N.C.; consideration $64,300. Ann. Oct. 22.

KICA-AM-TV Clovis, N.M.—Granted (1) renewal of licenses and (2) transfer of control from **Mae Strauss** and **Frank Lesley** to **Texas Telecasting Inc.** (KDUB-AM-TV Lubbock, KEDT-TV Big Spring, and KPAR-TV Sweetwater, Tex.); stock transaction. Comr. Bartley dissented. Ann. Oct. 22.

WPTW Piqua, Ohio—Granted assignment of license to **WPTW Radio Inc. (C. Oscar Baker** and **Richard E. Hunt);** no monetary consideration; stock transaction. Ann. Oct. 22.

KUIK Hillsboro, Ore. — Granted assignment of license from **George I. West,** et al., to **John P. Gillis,** one of present four partners; consideration $51,934. Ann. Oct. 22.

KFJI Klamath Falls, Ore.—Granted transfer of control from **Willard D. Miller,** executor of estate of **W.D. Miller,** to **Gibson Radio Inc. (Riley R. Gibson,** president, has interest in KXOA-AM-FM Sacramento, Calif.); consideration $145,000. Ann. Oct. 22.

WCNG Canonsburg, Pa.—Granted transfer of control from **Ray Douglas,** et al., to **Colonial Bcstg. Co.** (WEZN Elizabethtown, Pa.); consideration $50,000. Ann. Oct. 22.

WAGC Chattanooga, Tenn.—Granted assignment of license to **Middle Georgia Bcstg. Co.** (WBML-AM-FM Macon, Ga.); consideration $105,000. Ann. Oct. 22.

WHJA Shelbyville, Tenn. — Granted assignment of cp from **Juanita H. Cunningham** to **Arthur Wilkerson** (WLIL Lenoir City, and WLIK Newport); consideration $2,500. Ann. Oct. 22.

KATR Corpus Christi, Tex.—Granted (1) renewal of license (2) assignment of licenses and cp to **Broadcasting Corp. of the Southwest (Robert C. Kent,** president); consideration $300,000. Ann. Oct. 22.

KHEY El Paso, Tex.—Granted (1) renewal of license and (2) assignment of license to **KHEY Bcstg. Inc. (Edw. M.** and **Nancy W. Sleighel);** consideration $180,000. Comr. Bartley dissented. Ann. Oct. 22.

KFHA Lakewood, Wash.—Granted assignment of license from **Adlai C. Ferguson Jr.,** and **Robert E. Hall** to **KFHA Inc. (Paul R. Smith,** president); consideration $99,000 plus mortgage-stock transaction. Ann. Oct. 22.

APPLICATIONS

WRLD-AM-FM Lanett, Ala.—Seeks transfer of control of **Valley Bcstg. Inc.** from **J.C. Henderson,** sole owner, to **Miles H. Ferguson** for $20,700. Mr. Ferguson is 90% owner of WGEA Geneva and 22.5% owner of WJHO Opelika, both Alabama. Ann. Oct. 21.

KMYC-AM-FM Marysville, Calif.—Seeks assignment of license from **Marysville-Yuba City Bcstrs. Inc.** to **Carlton Bcstg. Corp.** Dissolution into parent company. No ownership changes involved. Ann. Oct. 21.

KXTV (TV) Sacramento, Calif.—Seeks transfer of control from **J.H. Whitney & Co.** to **John Hay Whitney** to **Whitney Communications Corp.** to **Cortelco Inc.** (to be changed to Corinthian Bcstg. Co.). Whitney Communications Corp. will represent Mr. Whitney's personal interests in each of Corinthian stations. Mr. Whitney's capital account in J.H. Whitney will be adjusted to reflect these changes. Ann. Oct. 21.

KIPA Hilo, Hawaii—Seeks involuntary transfer of control of **Big Island Bcstg. Co.** from estate of **Alan H. Pollock, deceased,** to **Thomas J. MacBride** and **Jedd McClatchy,** co-executors of estate of Alan H. Pollock. Ann. Oct. 21.

WANE-AM-TV Ft. Wayne, Ind. — Seeks transfer of control from **J.H. Whitney & Co.** to **John Hay Whitney** to **Whitney Communications Corp.** to **Cortelco Inc.** (to be changed to Corinthian Bcstg. Co.). Whitney Communications Corp. will represent Mr. Whitney's personal interests in each of Corinthian stations. Mr. Whitney's capital account in J.H. Whitney will be adjusted to reflect these changes. Ann. Oct. 21.

WISH-AM-TV Indianapolis, Ind.—Seeks transfer of control from **J.H. Whitney & Co.** to **John Hay Whitney** to **Whitney Communications Corp.** to **Cortelco Inc.** (to be changed to Corinthian Bcstg. Co.). Whitney Communications Corp. will represent Mr. Whitney's personal interests in each of Corinthian stations. Mr. Whitney's capital account in J.H. Whitney will be adjusted to reflect these changes. Ann. Oct. 21.

WCRC Scotland Neck, N.C.—Seeks assignment of cp from **John Laurino** to **WCRC Radio Inc.** Change to corporation, no ownership changes involved. Ann. Oct. 21.

WYRN Louisburg, N.C.—Seeks transfer of control of **Franklin Bcstg. Co.** from **George E. Peterson** and **Joseph T. Lane,** equal partners to **Joseph T. Lane** for $17,000. Ann. Oct. 21.

KOTV Tulsa, Okla.—Seeks transfer of control from **J.H. Whitney & Co.** to **John Hay Whitney** to **Whitney Communications Corp.** to **Cortelco Inc.** (to be changed to Corinthian Bcstg. Co.). Whitney Communications Corp. will represent Mr. Whitney's personal interests in each of Corinthian stations. Mr. Whitney's capital account in J.H. Whitney will be adjusted to reflect these changes. Ann. Oct. 21.

KKSN Grand Prairie, Tex.—Seeks assignment of license from **Three Cities Radio Inc.** to **Kissin' Radio Inc.** Change to new corporation. No financial consideration nor ownership changes involved. Ann. Oct. 26.

KHOU-TV Houston, Tex.—Seeks transfer of control from **J.H. Whitney & Co.** to **John Hay Whitney** to **Whitney Communications Corp.** to **Cortelco Inc.** (to be changed to Corinthian Bcstg. Co.). Whitney Communications Corp. will represent Mr. Whitney's personal interests in each of Corinthian stations. Mr. Whitney's capital account in J.H. Whitney will be adjusted to reflect these changes. Ann. Oct. 21.

Hearing Cases

FINAL DECISIONS

By Order, Commission, on motion by applicants, made effective immediately Sept. 17 initial decision and granted applications of William Parmer Fuller III for new am station to operate on 630 kc 1 kw D-DA, in Salt Lake City, Utah, and Cache Valley Bcstg Co. to increase daytime power of KVNU Logan, Utah, from 1 kw to 5 kw, continuing operation on 610 kc with 1 kw-N, DA-N. Ann. Oct. 21.

By order, Commission, on motion by applicant, made effective immediately Sept. 4 initial decision and granted application of Naugatuck Valley Service Inc., for new am station to operate on 860 kc 250 w DA-D, in Naugatuck, Conn. Ann. Oct. 21.

STAFF INSTRUCTIONS

Commission on Oct. 21 directed preparation of document looking toward granting application of Louis Adelman for new am station to operate on 1300 kc, 1 kw DA-D in Hazleton, Pa., and denying application of Guinan Realty Co. for same facilities in Mt. Carmel, Pa. Initial decision of Nov. 10, 1958 looked toward grant of Guinan application and denial of Adelman.

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices ME. 8-5411
1735 DeSales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. Hickory 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W.,
Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4614
1426 G St., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
(a Cleveland Suburb)
Tel: JAckson 6-4386 P. O. Box 82
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W. Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

Service Directory

PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
COMMERCIAL RADIO MONITORING CO.
P.O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
District 7-4443

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N. W.
Washington 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc.
P.O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

COLLECTIONS
For the Industry
ALL OVER THE WORLD
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

Commission on Oct. 21 directed preparation of document looking toward granting application of B.J. Parrish for new am station to operate on 540 kc 1 kw D in Pine Bluff, Ark., and denying application of James A. Noe to change facilities of KNOE Monroe, La., from 1390 kc to 5 kw DA-N Unl. to 540 kc 1 kw-N 5 kw-LS DA-2. June 27, 1957 initial decision looked toward grant of KNOE application and denial of Parrish.

Commission on Oct. 21 directed preparation of document looking toward granting application of New Bcstg. Inc. for new class B fm station to operate on 107.5 mc in New York, N.Y., and denying competing applications of Herbert Muschel and Independent Bcstg. Co. Oct. 13, 1958 initial decision looked toward this action.

Commission on Oct. 21 directed preparation of document looking toward granting application of The Bridgeport Bcstg. Co. to increase power of station WICC Bridgeport, Conn., from 1 kw-D 500 w-N to 5 kw-D 1 kw-N and install new DA with same pattern for day and night operation, continuing operation on 600 kc. Dec. 2, 1958 initial decision looked toward denial.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Eastern Idaho Bcstg. and Television Co. for new tv station to operate on ch 8 in Idaho Falls, Idaho. Ann. Oct. 21.

Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving Sec. 3.188(b)(4) relating to blanketing interference and granting application of Radio KYNO The Voice of Fresno, to increase daytime power of station KYNO Fresno, Calif., from 1 kw to 5 kw, with non-DA, continuing operation on 1330 kc 1 kw-N DA-N; engineering condition. Ann. Oct. 22.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Radio Crawfordsville Inc., Crawfordsville, Ind., and modified issues in am consolidated proceeding involving 1550 kc, to delete determination of financial qualifications of petitioner. Comr. Bartley abstained from voting. Ann. Oct. 21.

By memorandum opinion and order, Commission denied petition by Broadcast Bureau for reconsideration of that portion of July 29 order (reopening record on application of Northside Bcstg. Co. for new am station on 1450 kc 250 w Unl. in Jeffersonville, Ind., and remanding proceeding to Hearing Examiner for further evidence) which requires submission of additional field intensity measurements. Ann. Oct. 21.

By memorandum opinion and order, Commission denied petition by Richard F. Lewis Jr. Inc. (WAYZ) Waynesboro, Pa., to reopen record and enlarge issues in proceeding on application of Musical Heights Inc., for new am station to operate on 1370 kc 500 w, DA-D, in Braddock Heights, Md. Sept. 25 initial decision looked toward denying Musical application. Ann. Oct. 21.

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Designated for hearing application for new am station to operate on 1460 kc 1 kw DA D. Ann. Oct. 22.

WGTA Summerville, Ga.—Designated for hearing application to change power from 1 kw to 5 kw, continuing operation on 950 kc D; made WAGG Franklin, Tenn., and WRMA Montgomery, Ala., parties to proceeding. Ann. Oct. 22.

Madison Bcstrs., Madison, S.D.—Designated for hearing application for new am station to operate on 1570 kc 250 w D; made KMRS Morris, Minn., party to proceeding. Ann. Oct. 22.

By Order, Commission granted request by St. Anthony Television Corp. (KHMA [TV]; ch. 11) Houma, La., to dismiss petition for rulemaking which sought change in location of boundary between zone II and zone III in eastern Mississippi so as to reduce minimum separation between KHMA and co-channel station WTOK-TV Meridian, Miss., from 220 to 190 miles in order to give KHMA (TV) more latitude in selection of site from which it could better serve Baton Rouge. Dismissal is without prejudice to whatever decision Commission may make when it considers proposals by KHMA (TV) and WTOK-TV for change in trans. sites and facilities with "short" 184 mile-separation. Ann. Oct. 22.

By memorandum opinion and order, Commission (1) dismissed petition by Central West Virginia Service Corp., applicant for new am station to operate on 1450 kc 250 w Unl. in Buckhannon, W.Va., insofar as it requested reconsideration of July 29 grant of application of Upshur County Bestg. Co. for new am station (WBUC) to operate on 1460 kc 1 kw D in Buckhannon, and (2) denied that portion of petition which requested reconsideration of Commission's action returning Central's application because improperly subscribed, that its application tendered for filing on June 25 be accepted *nunc pro tunc* as of May 15, and for waiver of Sec. 1.361(b) of rules. To this extent, Commission granted petition by Upshur County to dismiss Central's petition. Comr. Cross dissented. Ann. Oct. 22.

Commission scheduled following proceedings for oral argument on Nov. 19: Am applications of The Circle Corp. (WKIZ) Kalamazoo, Mich., Kalmazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, Mich. Ann. Oct. 21.

By order, Commission amended part 3 of broadcast rules to delete, as no longer necessary, those provisions of Secs. 3.40, 3.317 and 3.687 requiring each broadcast station to keep on hand prescribed number of spare vacuum tubes. Ann. Oct. 22.

By supplemental report and order, Commission made additional rule changes, effective Nov. 30, to carry out conclusions of its report and order in am daytime skywave proceeding adopted Sept. 18 to protect class I clear channel stations from objectionable skywave interference from future daytime or limited time stations on those channels.

These changes, in main, clarify language of new Sec. 3.187 so as to define pertinent angles of radiation restrictions during two hours after sunrise and two hours before sunset; modifies same sec. to permit changes in existing class II facilities which, while not conforming to new restrictions, would not cause interference greater than from present facilities; and makes changes relating to pre-sunrise operation not dealt with in Sept. 18 report and order. Ann. Oct. 22.

Commission designated for consolidated hearing following am applications involving use of 930, 940, and 950 kc: 930 kc: Richmond Bcstg. Co. (500 w DA-D), Centerville, Ind., 940 kc; Florence Bcstg. Inc. (250 w D), Brownsville, Tenn.; Charles H. Chamberlain (1 kw D), Urbana, Ohio; Lake Cumberland Bcstg. Co. (1 kw D), Jamestown, Ky.; Citizens Bcstg. Co. (250 w DA-D), Lima, Ohio; Shelby Bcstg. Co. (250 w D), Shelbyville, Ky.; Radio 940 (1 kw DA-D), South Haven, Mich.; East Virginia Bcstg. Co. (10 kw 50 kw-LS DA-2 U), Smithfield, Va.; W.L.K.Y. Inc. (1 kw D), Lexington, Ky.; Miami Valley Christian Bcstg. Assn. Inc. (250 w DA-D), Miamisburg, Ohio; Tri-Cities Radio Corp. (50 kw DA-D), Bristol, Va.; Western Ohio Bcstg. Co. (250 w D), Delphos, Ohio; Raymond I. Kandel and Gus Zaharis (250 w D), Zanesville, Ohio; The Tidewater Bcstg. Inc. (10 kw D), Smithfield, Va.; Greater District Bcstg. Co. (10 kw DA-D), Takoma Park, Md.; Caba Bcstg. Corp. (1 kw DA-D), Baltimore, Md.; Continental Bcstg. Co. (5 kw DA-D), Cincinnati, Ohio; Rossmoyne Corp. (1 kw D), Lebanon, Pa.; Edwin R. Fischer (10 kw D), Newport News, Va.; Fort Wayne Bcstg. Co. (1 kw DA-D), Fort Wayne, Ind.; Catonsville Bcstg. Co. (1 kw DA-D), Catonsville, Md.; **950 kc:** Seven Locks Bcstg. Co. (1 kw DA-D), Potomac, Md.; Radio Associates Inc., (1 kw DA-D), Potomac, Md.; Tenth District Bcstg. Co. (1 kw DA-D), McLean, Va.; change day power on 930 kc: Michigan Bcstg. Co. (WBCK) (1 kw DA-2 to 5 kw-LS DA-2), Battle Creek, Mich.; **change power on 940 kc:** Mt. Vernon Radio & Tele. Co. (WMIX) (1 kw to 5 kw DA-D), Mt. Vernon, Ill.; **change power on 950 kc:** Radio Virginia Inc. (WXGI) (1 kw to 5 kw D), Richmond, Va.; Guilford Advertising Inc. (WPET) (500 w D to 5 kw U DA-2); Greensboro, N.C.; **change facilities:** Virginia-Kentucky Bcstg. Inc. (WNRG) (1250 kc 1 kw D to 940 kc 5 kw D), Grundy, Va.; WCPC Bcstg. Co. (WCPC) (1320 kc 5 kw D to 940 kc 10 kw DA-D), Houston, Miss., and Cape Fear Bcstg. Co. (WFNC) 1390 kc 1 kw 5 kw-LS DA-2 to 940 kc 1 kw 10 kw-LS D-AN), Fayetteville, N.C.; **made following licensees parties to proceeding:** KXJK Forrest City, Ark.; WPFB Middletown, Ohio; WWJ Detroit, Mich.; KFVS Cape Girardeau, Mo.; WLIV Livingston, Tenn.; WPEN Philadelphia, Pa.; WXLW Indianapolis, Ind.; WNCC Barnesboro, Pa.; WRRF Washington, N.C.; WIPR San Juan, P.R.; WSLI Jackson, Miss.; WTZW Whitesburg, Ky.; WESA Charleroi, Pa.; WGRP Greenville, Pa.; WFMD Frederick, Md.; WCNR Bloomsburg, Pa.; and WHYL Carlisle, Pa. Ann. Oct. 22.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

Granted petition by Armin H. Wittenberg Jr. for extension of time to Dec. 1 to file exceptions to initial decision in proceeding on his application and that of Pasadena Presbyterian Church for fm facilities in Los Angeles and Pasadena, both California. Action Oct. 26.

Granted petition by Dixon Bcstg. Co. for extension of time to Nov. 6 to file replies to exceptions in proceeding on its application for am facilities in Dixon, Ill., et al. Action Oct. 22.

Granted petition by The Washington Post Company (WTOP), Washington, D.C., for extension of time to Nov. 2 to file replies to opposition of WCVA Culpeper, Va., and WARK Hagerstown, Md., and response of Broadcast Bureau to petition of The Washington Post Co. to enlarge issues in proceeding on am applications of Mid-American Bcstg. System Inc., Highland Park, Ill., et al. Action Oct. 23.

Allowed protestant, John W. Davis, until and including Nov. 2 to file replies to opposition to petition by Gospel Bcstg. Co., assignee, for review, and to Broadcast Bureau's reply to petition for review, subject matter of which pertains to examiner's ruling which partially quashed protestant's notice to take depositions in matter of assignment of licenses of stations KPAM and KPFM (FM) Portland, Ore. Action Oct. 23.

Granted motion by WLEX-TV Inc., Lexington, Ky., respondent, for extension of time to Dec. 1 to file proposed findings of fact and conclusions of law and for filing of motions to correct transcript of record, and to Jan. 4, 1960 to file replies to proposed findings, or for filing of statements in support of, or in opposition to motions to correct transcript of record in matter of WHAS Inc. (WHAS-TV ch. 11), Louisville, Ky. Action Oct. 23.

Granted petition by Allen B. DuMont Laboratories Inc., for extension of time to Nov. 6 to file exceptions to initial decision in Boston, Mass., tv ch. 5, remand proceeding. Action Oct. 23.

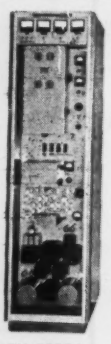
Granted petition by Musical Heights Inc. to extent that time to file exceptions to initial decision on its application for am facilities in Braddock Heights, Md., is extended to Nov. 16. Action Oct. 20.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Binder-Carter-Durham Inc., Lansing, Mich., for dismissal without prejudice of its am application and retained in hearing status remaining applications in consolidation. Action Oct. 26.

Granted petition by Stevens-Wismer

Continued on page 117



STATION ENGINEERS!

Here's a Trim, Thrifty

1 KW FM TRANSMITTER

Easy, Front Panel Tuning . . . Takes as little floor space as your office chair!

FM-1000A

AND LOOK AT THESE OTHER FEATURES:

* Accessible, Vertical Chassis Design
* Low Cost Tubes
* Multiplex Operation
* Conservatively Rated Components

Operating in FM stations across the country, this cool beauty is running up new highs in performance, economy and reliability. Why not check into these ITA designs.

PRICE: $4395.00 | *Including Factory Installation Service!*

ITA

By Far Your Best FM Buy

INDUSTRIAL TRANSMITTERS AND ANTENNAS • UPPER DARBY, PA.

FLanders 2-0355

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Have opening for selling manager who can operate profitably with small staff in middle Atlantic state medium market. Send complete background details, etc. to Box 107R, BROADCASTING.

Pittsburgh area station wants experienced announcer with first class ticket who is seeking an opportunity to move into management. $120 per week to start. Must be competent announcer, married, have car, good employment history. Send audition tape, personal history employment record and photograph. Box 117R, BROADCASTING.

Wanted . . . Radio station manager with sales ability, top engineer, announcer, salesman. Place . . . new station Key West, Florida. Good salary and commission. Must have proven record and good references. Permanent and good future. Write giving full history and details. Applications confidential R. E. Hook. Aliceville, Ala.

Aggressive manager, for expanding chains. New 5000 watt Fargo, N.D. indie. Attractive salary, beautiful incentive plan. Our successful managers become partners. Must be strong on sales and promotion. Gene Williams, W. 411-33rd, Spokane, Washington.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Aggressive, experienced radio salesman with at least 2 years fulltime radio selling experience. Only those with successful sales record need apply. Position in metropolitan market south Florida. Salary and commission open. Tell all in first letter, include references. Box 740P, BROADCASTING.

Salesman-Excellent opportunity for good producer. Strong independent major Indiana market. $6,000 plus. Box 801P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Top sales producer needed for top 5,000 watt station in fast growing California market of 300,000. The right man will have chance to become sales manager. Salary plus commission or guarantee against commission. Send full details of background and references plus picture to Box 903P, BROADCASTING.

Excellent New York market, sound station, good people, offers wonderful opportunity in sales. Training provided. Potential five figures. Box 937P, BROADCASTING.

Commercial manager—Outstanding opportunity for aggressive young producer to take over major eastern sales department. Excellent income arrangement and chance for promotion to higher management with multi-ownership group. Box 953P, BROADCASTING.

Salesmen—Two—Excellent chance to earn top income and grow into management. We promote from within. Major and small market opportunity—seven stations. Box 954P, BROADCASTING.

Aggressive. Good opportunity in growing, pleasant, competitive major southeast market. Complete details first letter. Box 983P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Salesman. Preferably some experience medium market. Small staff operation in middle east. Send background and etc. to Box 108R, BROADCASTING.

We are a fast growing midwest multiple station organization that is expanding its sales staff. We want future management material to develop within the next three to five years. If you want an unusual opportunity with guaranteed salary and bonus plan plus a choice assignment of accounts, send complete resume. All replies confidential. Box 150R, BROADCASTING.

Texas kilowatt seeking salesman-announcer, with minimum five years experience, under 40, send complete resume Box 184R, BROADCASTING. $500.00 month plus commission.

Salesman. Announcer, two experienced. If ambitious, can make unlimited amount on commission. Area sales or remote studio. Box 192R, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Experienced radio salesman now in Texas market who wants to improve income. Rebuilding sales department. Ground floor available. Replies confidential. Don't call. All inquiries answered. Stan Gordoni, Commercial Manager, KECK, Odessa, Texas.

Wanted, experienced salesman, salary plus commission. Furnish complete background and references. Contact Sam W. Anderson, Manager, KFFA, Helena, Ark.

Experienced salesman desired or willing salesman who can produce. We are taking applications for combo or decent announcers. Reply WCLW, Mansfield, Ohio, LA 5-2333.

Young man willing to work number one station. Good list to work from. Future for right man. Write Station Manager at WTAC, Box 929, Flint, Michigan.

WWOL—Buffalo, New York, under new ownership is expanding its sales organization. If you've had experience in specialized radio sales, if you can take a specialized story to prospective clients and bring back the contracts, we will reciprocate with a guarantee, protected list and liberal commissions. Please write directly to Arnold C. Johnson, Vice President-General Manager, WWOL, 315 Main Street, Buffalo, New York.

Excellent opportunity for salesman-announcer. Must be experienced. Good pay for right man. Don Mitchell, Box 1560 Mt. Paran Road, N.W., Atlanta 5, Ga.

Announcers

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $135.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

In a California market of 300,000 there's a top job waiting for a top dj. If you're really good and can still work with other people, you're our man. Must be able to sell and work with top 40. Must be able to project sparkling personality. Must be able to hold No. 1 audience. Send tape picture and all details to Box 904P BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted, two young, aggressive deejays, intelligent and willing to work. Some experience required. Medium size, competitive North Carolina market. Starting salary $60-$65. Successful operation, small turnover, great crew to work with. Send resume and tape. Box 957P, BROADCASTING.

Experienced. Mature voice. Production. Knows modern independent radio. Major southeast market. Tape only. Box 982P, BROADCASTING.

First phone qualified technical maintenance necessary. Eastern medium market. Send tape and background details to Box 109R, BROADCASTING.

Announcer-copywriter emphasis on copy, preferably experienced. Send tape, copy samples, background, eastern medium market. Box 110R, BROADCASTING.

Experienced announcer with first class ticket for Pittsburgh area station. $100 per week to start. Send audition tape, resume and photograph. Box 118R, BROADCASTING.

3 1st phone combo-announcers, no maintenance, top air salesman, only experienced wanted. Box 155R, BROADCASTING.

Energetic and ambitious announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

Northeast, emphasis local new, 10 hour week. $85.00. Send background, tape, Box 115R, BROADCASTING.

Deejay patter material. DJ Books, P.O. Box 1, Elkhart, Indiana.

Staff announcer; versatile and experienced for network station. Send tape, picture, salary desired and complete resume. KCOL, Fort Collins, Colorado.

KDUB, Athens, Texas, seeking experienced staff announcer. Salary open.

Wanted: Announcer for top rated station in Cheyenne, Wyoming, three station market—a good sharp man—no format or top "40" operation—two years experience board shift on radio and chance to work in tv, write or wire R. H. Verdon, Chief Announcer, KFBC, Cheyenne, Wyoming.

If you have 2 years or more experience, are worth $100.00 a week, capable of adult dj work and ad-lib remotes, we can offer a position with an 18 year old fulltime station. No frantics. Married preferred. Contact Dick Pittenger, WASK, McCarty Lane, Lafayette, Indiana.

Multi-station owner staffing new superbly-equipped kilowatt daytimer WAZY in attractive, progressive Lafayette, Indiana. Need production-minded fast-pace air salesman, agency-type self-starter account executive, traffic gal-Friday, others. Fully seasoned pros only, with realistic ownership-management ambitions. Tell all first letter, pix, salary, industry references to P.O. Box 149.

Announcer-first phone. Florida west coast. Top salary, ideal community, fine working conditions. Send tape, resume to Manager, WBRD, Bradenton, Florida.

WFIN, Findlay, Ohio seeks production-promotion minded dj. Duties will include mobile unit news reporting. Station swings, is active as is this city of 30,000. Resume, tape and photo to Manager. Immediate opening.

Michigan independent wants experienced announcer-dj. Details and tape to WOAP, Owosso.

Help Wanted—(Cont'd)

Announcers

Wanted immediately! Experienced announcer with first phone and announcer-copywriter for new modern community station. Send complete information today or phone WPNC, Plymouth, North Carolina. Swan 3-4104.

Two announcers—for variety programming with tight production. Stability and security for the right men. Congenial staff. We're hiring now. Send tape and references. Roger A. Beane, WSSV, Petersburg, Va. REgent 3-4567.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Immediately, previous station combo, experienced. No tapes. WVOS, Liberty, New York.

Announcers! Many openings-many markets. Experienced? Send tapes, resumes to Paul Baron, Manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y.

Excellent opportunity for salesman-announcer. Must be experienced. Good pay for right man. Don Mitchell, Box 1560 Mt. Paran Road, N.W., Atlanta 5, Ga.

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

Washington consulting firm needs engineer qualified in design and adjustment of Da Arrays. Please give qualifications, references and salary required. Box 139R, BROADCASTING.

1,000 watt station has opening for chief engineer - combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Capable chief engineer-announcer. Announcing secondary. Established midwest daytimer. Quality music-news. Send resume. Box 177R, BROADCASTING.

Chief engineer wanted with experience in maintenance and repair of five kw directional. Ability to do their minimum announcing helpful. Midwest city of 100.000. Send details to Box 179R, BROADCASTING.

First class ticket with dj or sales experience. Immediate opening, good pay to the right man. Box 191R, BROADCASTING.

First phone operator seeking sales opportunity. KCHJ, Delano, serving 14 California counties.

WQTE, Monroe, Michigan, has opening for engineer with first class ticket. Experience preferred. Write or wire Irv Laing, Chief Engineer.

Need chief engineer qualified to install and maintain equipment for new 5 kw daytime at KQAQ, Austin, Minnesota, employment to begin about January 1st. No announcing. Send details to L.L. Gould, 2873 Arlington, Highland Park, Illinois. No calls please.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director, large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

We need copywriter who can give us lively, imaginative copy. Will consider trained beginner to work in forward looking station in small cosmopolitan North Carolina town. If male, would like announcing ability too. Box 897P, BROADCASTING.

News director for No. 1 station in two station market. Must gather, write and report with accent on local news. Have all facilities including mobile unit. Salary excellent and top working conditions. Immediate opening. Send resume, tape, photo and details to Ed Knight, KGFW, Kearney, Nebraska.

Help Wanted—(Cont'd)

Production-Programming, Others

Newsmen. At least two years experience in gathering, writing, and airing local news. Personal interview required. WCGO, Chicago Heights, Illinois.

Capable newsman—we have mobile transmitter, portable tapes, aerial satellite, electronic secretary, typewriter, desk, separate office, vacant due to illness. We want capable, aggressive news hound—preferably able to appear on the air. WTVB, Coldwater, Michigan.

WWOL—Buffalo, New York, under new ownership, has need for experienced copywriter. Please send complete resume, photo and sample copy to Arnold C. Johnson, Vice President-General Manager, WWOL, 315 Main St., Buffalo, New York.

RADIO

Situations Wanted—Management

Station manager or commercial manager available. Finest references from employer. Sale of station reason for move. Contact Box 960P, BROADCASTING.

Managing small market, number one programming and sales. Want metropolitan or medium, challenge, money. Top agency references. Box 994P, BROADCASTING.

General manager, 10 years, sales B.A. degree, first phone, family, 33, veteran. Prefer small towns, employed. No rush. want to settle. References. Box 138R, BROADCASTING.

One of the best young (35) station managers in the business wants a new opportunity. Three years major market radio. Five years major market television. Selling is my forte. Box 151R, BROADCASTING.

Aggressive broadcast executive: Full working knowledge of radio. 20 years technical and managerial experience. Available as combination general manager and chief engineer. Box 172R, BROADCASTING.

Managerial. 18 years radio. Married. Still in my 30's. Best references. Honest requirements. Midwest market of any size. Full details, personal interview. Box 187R, BROADCASTING.

Sales

Available. Seven years sales experience. Two years sales manager's experience. Box 133R, BROADCASTING.

Format stations in top 50 markets only. Will bill $3000 up monthly, depending on your rate structure. Also personality dj with history of #1 ratings. Fill two positions with one man. Available immediately. Box 169R, BROADCASTING.

Advertising sales, sales promotion background. Opportunity create, sell new programs. Small station preferred. Salary secondary. Box 185R, BROADCASTING.

Radio-television experienced sales and management. Looking for opportunity with future. Moving due family health, not available for desert climate. Monte Strohl, Cascade Broadcasting, Yakima, Washington.

Announcers

Sportscaster — Wants basketball, baseball, football situation. Married, college, vet, experienced. Box 137R, BROADCASTING.

Negro dj dying—to make money for you. Thinking man's taste, only the best music filters through. Have tape, will travel. Box 140R, BROADCASTING.

First phone deejay. Ten years experience. Employed. Please state salary. Box 143R, BROADCASTING.

Announcer-dj, college grad. Veteran desires position New York City vicinity. Good voice and personality. Tape and resume upon request., Box 147R, BROADCASTING.

Negro, 21, no experience, disc jockey. Broadcasting, operate board. Give opportunity. Box 153R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Destination: New York City. Personality dj, announcer, mc. 13 tremendous years of radio and tv. 6 rewarding years in present market. Currently with one of nation's top stations. Doing great, but long to work in or near New York City. I'm on the launching pad. Who has space and will pull the switch? Box 156R, BROADCASTING.

Somewhere in southern California, preferably LA, there must be a place for a versatile disc-jockey-announcer. 12 years of radio; 2 years on tv. In 4th year with leading 50 kw station. Top-rated shows 7 days a week. I want to move my experience, enthusiasm, ideas and humor to a better climate in a bigger market where my heart is: Los Angeles or vicinity. Box 157R, BROADCASTING.

Announcer available immediately. College trained. Two years experience in field. Box 160R, BROADCASTING.

Available immediately! Want news, dj spot. MA degree journalism. Excellent voice, personable, intelligent style. Good general experience. Box 168R, BROADCASTING.

Format stations in top 50 markets only. Personality dj with history of #1 ratings. Also will bill $3000 up monthly, depending on your rate structure. Fill two positions with one man. Available immediately. Box 170R, BROADCASTING.

1st phone plus radio-tv degree. Strong on sports and news. Young and experienced. Box 171R, BROADCASTING.

All - around announcer - dj. Experienced. Deep, resonant voice. Fast production. Box 180R, BROADCASTING.

Announcer. Adult music. News, DJ, Commercials. Cooperative. Creative. Tape available. Box 183R, BROADCASTING.

Miami, Florida area—Young University of Miami broadcasting student desires position. Good voice and presentation, salary unimportant. Box 55-7252, Ludlam Branch, Miami 55, Florida.

Experienced, versatile announcer. 4825 Drummond Place, Chicago 39. NAtional 2-1672.

Combo announcer-dj one year experience. First phone. $90. Car. Prefer formula radio. Will travel anywhere. Kriss Crowther, 4021 S. Grand, Spokane, Washington, Madison 4-1656.

Young, ambitious announcer. Just completed broadcasting course. Need experience. Will work as staff announcer, copywriter, salesman, at beginners pay. Gene Horne, Route 4, Matthews, North Carolina.

Top negro dj. Experienced. College, vet, travel. Fred McMorris, 123 West 44th Street, N.Y.C.

Announcer, 1st phone, consider preventative maintenance, $85. no car. Berkshire 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Colored. Beginner dj. Experience in sales, control board operation. Willing to travel. Telephone AC 2-5846. Address—Mel Placide, 121 St. Nickolas Ave., New York 26, N.Y.

Technical

First class engineer-announcer seeking job with radio station. Box 959P, BROADCASTING.

Aggressive young man seeks position as studio engineer. Have ticket. Will travel. Box 161R, BROADCASTING.

1st phone engineer-announcer, 1½ years announcing experience. 4 years engineering experience. Prefer upper midwest. Box 166R, BROADCASTING.

Chief Engineer fully qualified all phases, low and high power, over 20 years experience. If you want ability and experience, write, wire or phone. Farrelle, 2521 - 36th Avenue, Sacramento, California. Telephone Garden 1-2026.

Engineer. First class ticket. Three years chief small station. Slightly handicapped. Married. Owns car and housetrailer. Prefer Rocky Mountain or midwest. Loren Gold, P.O. Box 574, Fort Collins, Colorado.

Situations Wanted—(Cont'd)

Production-Programming, Others

Sportscaster—tv, radio, play-by-play, seven years experience. Top ratings. Seeking relocation in large market. Box 822P, BROADCASTING.

Up-grade your staff. Assistant manager, program director, university trained, excellent references. Ten years broad experience in news, promotion, air-work. Sales minded. Top flite announcer. Personal interviews in Florida. Box 922P, BROADCASTING.

Mr. Station Owner! Your news operation is the key to building sales, ratings, prestige. Would you like a top-notch news operation? I can build you one. Box 134R, BROADCASTING.

Top-notch news director, personality is looking. I can give your operation the spark, the prestige that makes a winner. Box 135R, BROADCASTING.

Get better radio-tv copy 4 ways from career-post-seeking writer offering agency (most radio-tv), news-editorial, trade paper, house organ background. Demands reasonable. Box 145R, BROADCASTING.

Experienced program director wishes to relocate. Prefer midwest. Married, family. Box 163R, BROADCASTING.

Copywriter. All types of commercials. Jingles too. Samples available. Anywhere. Box 178R, BROADCASTING.

Copywriter—had 10 years experience in radio and television. Available immediately. Ellis Babcock, 33 North St., Pulaski, N.Y.

Girl—McLendon experience: Program director, production-continuity director, promotion, dj. Single. Freed, 123 East Locust, San Antonio, Texas. PE 5-1888; PE 5-6744.

Local news reporter, wire editor. Excellent courthouse, city hall, political, other sources. Plenty experience, hard worker, sober, best references. Average on newscasting, continuity, station chores. Four years present job, until ownership change. Need $100 weekly. Address: Reporter, Box 686, Carlsbad, N.M.

Newsworthy! Radio journalist, Europe timely, human interest tapes (3-5 minutes) your call letters. Reasonable. U.S. Broadcasting Associates, 422 Washington Building, Washington, D.C.

TELEVISION

Help Wanted—Announcers

Announcer for sign-on shift midwest tv station. Prefer applicant from Illinois, Wisconsin, Indiana, Iowa area. TV experience not necessary, but must have radio background. Position open late November. Send full resume and recent photo to J. W. Kelin, Program Director, WTVO, Rockford, Illinois.

Technical

Growing small western concern needs able man with good electronic background and some tv station, microwave, and closed-circuit experience for planning, installing and servicing tv program facilities. Send complete record including references, expected salary, recent photograph. Box 623P, BROADCASTING.

Wanted: Good licensed transmitter engineer. Live in good town enjoy good working conditions. Interested only in man now living in southwest. Write giving full background and experience to KBTX-TV, Box 3237, Bryan, Texas.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Assistant chief engineer or studio operations. Salary open. Prefer 2 to 3 years experience in maintenance. J. Smith, Chief Engineer, Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted in major west coast market: All-around tv promotion manager to handle publicity, sales promotion, merchandising, research, ad layout and copy, complete budget planning and execution. Salary commensurate with experience. Send complete resume, current photo to Box 917P, BROADCASTING.

Continuity writer, must be prolific and talented. Wanted for five (man) continuity department in good midwest market. Will confer directly with clients, so personality a must, vast experience not required. If you know television and all types of tv copies, good opportunity for advancement. Send resume, samples, pic and salary requirements in first letter. Needed immediately to start immediately. Box 152R, BROADCASTING.

Administrative assistant to director of tv film programming and distribution, in world-wide organization. Fine opportunity for advancement in growth company, including profit sharing and other employee benefits. Location Chicago. Write Box 190R, BROADCASTING.

Leading northeastern Wisconsin tv station looking for staff announcer. Send photo, audition tape, history, and all particulars to WFRV-TV, Green Bay, Wisconsin.

Creative writer for northern Illinois television station. Television experience not necessary, must have radio background. Will join staff of three. Prefer applicant from Illinois, Wisconsin, Indiana, Iowa area. Send complete details to John W. Kelin, WTVO, Box 470, Rockford, Illinois.

TELEVISION

Situations Wanted—Announcers

Experience seeks opportunity. Six years radio, four years television. News, sports, commercials that sell. Box 142R, BROADCASTING.

Young, experienced dj (22) program director with first phone. Current market well over 100,000. This station #1 by Hooper and Pulse. Desire permanent position in modern format station. TV newscasting and commercial experience. $125 minimum. Married, college, references. All inquiries acknowledged. Box 144R, BROADCASTING.

Announcer. 7 years experience in small market radio and tv. 34, family man, sober, best of references. Excellent commercial and news delivery. Wants opportunity to earn in larger market. Now in upper midwest. Will move anywhere. Please write Box 158R, BROADCASTING.

1st phone plus radio-tv degree. Strong on sports and news. Young and experienced. Box 171R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention California. TV announcer producer. Well qualified, 5 years major market, some net experience. Masters degree. Strongest on music and audience participation shows. Good on ad lib. Excellent west coast references. Write Box 174R, BROADCASTING.

Television personality. MC, dance host, radio dj, children's character, excellent on-camera commercials. Ten years experience. Employed major market. Family, college degree. Box 175R, BROADCASTING.

News and staff. Writer. Television and radio experience. Versatile. Reliable. Box 181R, BROADCASTING.

Technical

Chief engineer—10 years experience. Proven record. Presently assistant chief. Strong on planning, construction. Six years in present job. Box 952P, BROADCASTING.

Will trade eleven years experience in tv maintenance, operations and administration, for supervisory position in solid medium size station. Box 141R, BROADCASTING.

Production—Programming, Others

Production manager-director: Married, B.A., M.A., 2½ years. TV experience, desires position requiring initiative. Box 920P, BROADCASTING.

TV film editor, 4 years CBS o&o station experience, B.A. degree. Knows film packages, newsfilm. Box 136R, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative, versatile. Box 182R, BROADCASTING.

Experienced director, family, lively, imagination, creative ability. 6 years. All phases Production. Box 186R, BROADCASTING.

FOR SALE

Equipment

For sale., 5 kw vhf tv transmitter channels 2-6. 25 kw vhf amplifier channels 2-6. 25 kw vhf amplifier channels 7-13. Box 976P, BROADCASTING.

RCA TKIC monoscope camera with 2F21 tube. One-year old new condition. Half price. GE control room 15 inch color monitor with console pedestal regulated power supplies self-contained. New in original crates. Make offer. Box 165R, BROADCASTING.

Laurence sells *Laurence News Network*

TV - radio commentator and emcee-host returns from 3-month vacation abroad to seek a top spot with agency, network or large market outlet.

An interview preferably in Washington, New York, or Chicago, at my expense, can be arranged today. Wire or Call!

JOCK LAURENCE

Dorchester House 2480 16th St., N.W., Washington, D. C.

FOR SALE

Equipment—(Cont'd)

3 microphones: Western Electric 633-A; RCA 88A; Altec 639-B; $150 for all. WDBC, Escanaba, Michigan.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

Heavy duty, 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE. 9-6100.

Two 198-foot antenna towers, guyed-type, pivot base, triangular, 20-ft. bolted sections, with lights, transmission lines, etc. Formerly KSBW-AM. In place, Salinas, California. Must be removed. Bid opening December 15, 1959, for either or both. For bid forms contact Division of Highways, Box 841, San Luis Obispo, California, Attention: J. F. Powell, telephone Liberty 3-6000.

One model MBC—20 Multiplex exciter with two subchannels, 41 kc and 67 kc. Used about six months. Top care and condition while in service. Withdrawing from Multiplex operation. Entire installation cost about $10,000. Make offer. Radio Broadcasting Co., 18th Floor, Inquirer Bldg., Philadelphia 30, Pa.

WANTED TO BUY

Stations

Let me invest in, purchase or lease your station. Young, profitably successful manager of the west seeks ownership in the west. Replies confidential. Box 162R, BROADCASTING.

Want to retire? Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

Wanted. Will buy pullers for model 900 Presto tape machines. Write Chief Engineer, Radio Station KATE, Albert Lea, Minnesota.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTION

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in six weeks. Resident classes November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

MISCELLANEOUS

Plan Christmas spot campaigns now. We write, voice, record custom commercials. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Want employment in West Virginia? List your qualifications in the monthly publication of the West Virginia Broadcasters Association at no charge. Send particulars to Editor "News and Views", 3615-B Kanawha Ave., S.E., Charleston, W.Va.

RADIO

Help Wanted—Management

EXPERIENCED SALESMANAGER WANTED

Who can realize exceptional earnings at a top-rated midwest major market independent. If you're willing to work around the clock and personally and continuously solicit business—not just "supervise"—and if you can prove your ability through past performance and references—contact us immediately. Top earnings, stock options and fringe benefits available to right man. Please don't reply unless you have truly outstanding record.

Box 880P, BROADCASTING.

Sales

Major Market Leader Now Interviewing for Local Sales Manager

Will set early talks with applicants between 30-38 having minimum five years radio-tv sales experience, two in sales management. Medium market background acceptable, but must have a real success story as a "working" sales executive. We're an established regional in one of top 30 markets. Our man will start with $10,000 guarantee in a situation that can top $15,000 first year. Must be capable of moving up executive ladder as expansion continues. East Coast.

Box 189R, BROADCASTING

Help Wanted—(Cont'd)

Announcers

DISC JOCKEYS—NEWSMEN

Positions open in several major markets for top-flight formula men. Salary commensurate with ability. Thoroughly experienced only need apply. Rush tape, resume to:

Dick Lawrence

WNDR

Syracuse, New York

ANNOUNCERS

LOSING JOBS? LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

S.A.S. is the **ONLY** school in the east that offers **"PROFESSIONAL ADVANCED"** coaching, in all phases of **ANNOUNCING** . . . including **TIGHT FORMAT BOARD WORK.**

10 week course for those who can qualify . . . **AUDITION TAPE** included with course.

Remember . . . announcers . . . are **MADE** . . . not born. "Let us analyze your present audition tape, **THERE IS NO CHARGE."*****

For information and brochure contact . . . **MR. KEITH . . . SU 7-6938.**

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street
N.Y. 23, N.Y.

*** BY APT. ONLY.

TELEVISION

Help Wanted—Sales

LOCAL SALES MANAGER

to assume complete charge of local sales of New York State TV station. Right man can find great happiness, security and possibilities for promotion with our growing radio-tv organization. We want a man who knows how to sell and service, as well as to direct salesmen. May be a sales manager now, or may have several years' experience in selling TV locally and be ready now for greater responsibility. Must have the ability to produce, and to get along with people. We will pay a good salary, plus percentage of local sales collected. References required. No floaters nor drinkers need apply. Send complete details first letter.

Box 130R, BROADCASTING

TELEVISION

Situations Wanted—Management

Desire challenging opportunity to (1) Make money. (2) Save money. (3) Operate station efficiently and creatively. 13 years successful background in organizing and coordinating programming, production, sales, videotape, administration. Presently employed management level at network o&o. West coast interview can be arranged.

Box 146R, BROADCASTING

Continued from page 112

Bcstg. Co. to extent that it seeks dismissal of its application for new am station in Caro, Mich.; dismissed application with prejudice and retained in hearing status remaining applications in consolidation. Action Oct. 26.

Upon request by Interstate Bcstg. Inc. (WQXR), New York, N.Y., scheduled oral argument for 9:15 a.m., Oct. 29, on its petition for leave to intervene in proceeding on am applications of County Bcstg. Corp., Gloucester, Mass., et al.; parties limited to five minutes for presentation of argument. Action Oct. 26.

By Hearing Examiner J.D. Bond

Granted motion by Clearwater Bcstg. Corp. (WDCL), Tarpon Springs, Fla., for continuance of hearing from Oct. 26 to Dec. 2 in proceeding on its application for mod. of license. Action Oct. 22.

Granted petition by Waco Radio Co., Waco, Tex., for leave to amend its am application to change its financial proposal; further ordered release date of order to be effective date of order for purposes of appeal. Action Oct. 22.

By Hearing Examiner Basil P. Cooper

Granted petition by Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., for continuance of further prehearing conference from Nov. 2 to Nov. 9 at 2 p.m. in proceeding on am applications of Island Teleradio and WPRA Inc. (WPRA), Guaynabo, P.R. Action Oct. 23.

Granted petition by Broadcast Bureau for extension of time from Oct. 26 to Nov. 9 to file proposed findings in proceeding on am applications of John Laurino, Ashland, Va., and The Capital Bcstg. Co. (WNAV), Annapolis, Md. Action Oct. 26.

By Hearing Examiner Charles J. Frederick

Granted petition by Herman Handloff for leave to amend his application for new am station in Newark, Del., to show maximum expected operating values in two areas of Handloff—proposed DA pattern. Action Oct. 26.

On joint oral motion of applicants and with consent of Broadcast Bureau, continued hearing from Oct. 21 to 9 a.m., Nov. 24 in proceeding on applications of Alkima Bcstg. Co., for am facilities in West Chester, Pa., et al. Action Oct. 20.

By Hearing Examiner Millard F. French

By agreement of parties, continued prehearing conference from Oct. 26 to Nov. 12 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co. for fm facilities in Mount Kisco, N.Y., and Newark, N.J. Action Oct. 21.

By Hearing Examiner Isadore A. Honig

On own motion, continued procedural dates in proceeding on applications of Richard L. DeHart for am facilities in Mountlake Terrace, Wash., et al.; continued further hearing from Nov. 24 to Dec. 23. Action Oct. 23.

Issued order following prehearing conference in proceeding on am applications of WJIV Inc. (WJIV) Savannah, Ga., et al., formalizing certain agreements reached at Oct. 22 prehearing conference, and continued hearing from Oct. 26 to Dec. 8. Action Oct. 23.

By Hearing Examiner H. Gifford Irion

On own motion, advanced hearing scheduled for 2 p.m., Oct. 29 to 9:30 a.m., same date, in proceeding on am application of

STATIONS — FOR SALE

FOR SALE

Equipment, etc.

LEADING TOP NAME BACKGROUND MUSIC FRANCHISE

Has had steady long term growth. Fine contract position. Almost no competition. Fabulous potential. Only $40,000 down gets you in on the ground floor of the subscription broadcasting industry.

Box 154R, BROADCASTING

WANTED TO BUY

Stations

CONSTRUCTION PERMIT WANTED

Experienced broadcaster is interested in acquiring a construction permit for an AM station in W. Texas, New Mexico, Arizona or Colorado. Submit details.

Box 173R, BROADCASTING.

Responsible business man looking for radio station in $100,000.00 price range. Must be in black. Brokers invited.

Box 204
Bridgeport, Connecticut

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Engineers
- Disk Jockeys
- Copywriters
- News Directors
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

MISCELLANEOUS

FUNNYPHONE

Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:

SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

NEW! EFFECTIVE! EXCLUSIVE!

Only one radio station or Disk Jockey in each market eligible for the "Official Top Twenty Record Quiz." Ideal for the promotion of any station or personality. Write for sample and complete details sent to you by mail.

NETWORK PROMOTIONS
P.O. Box 3564 Cleveland Hts 18, Ohio

SOUTHERN CALIFORNIA RADIO STATION

1000 watts—possible 5000 watts. Tremendous growth area. 1,000,000 population in coverage area. Purchase price $350,000, 30% down, balance five years.

Box 984P, BROADCASTING

FOR SALE

Excellent AM-FM facility in good Southern market with metropolitan population of over 250,000. Gross billing constantly improving with excellent future potential. Asking price is $135,000 on terms.

Box 131R, BROADCASTING

Calif.	Single	250w-F	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Ariz.	Small	1kw-D	65M	terms
Mass.	Monop.	250w	135M	terms
Fla.	Medium	250w-F	250M	terms
Ala.	Medium	250w	160M	terms
Okl.	Medium	1kw-F	150M	terms
N.Y.	Medium	1kw-D	150M	terms
Fla.	Large	5kw-D	185M	terms
Gulf	Metro	1kw-D	100M	terms
Ala.	Metro	1kw-D	175M	terms
East	Major	Combo.	850M	terms
N.E.	Major	1kw-D	325M	terms

And Others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

FLORIDA

By owner, full time, small market, well equipped, good earning record. Low down payment, long term payout at 5%. Excellent opportunity for owner-manager. Financial references necessary. No brokers.

Box 167R, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stations for Sale

$48,000 to $1,000,000 in cities 5,000 population to 5,000,000 population. Write, wire or call immediately. PATT McDONALD, BOX 9266, AUSTIN, TEXAS. GL 3-8080 or Jack Koste, 60 East 42nd Street, N.Y. 17, N.Y. MU 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continental Bcstg. Corp. (WHOA), San Juan, P.R. Action Oct. 26.

On own motion, scheduled prehearing conference for Oct. 29 at 3 p.m., in proceeding on application of Oklahoma Quality Bcstg. Co. to change facilities of KSWO-TV Lawton, Okla. Action Oct. 21.

Scheduled oral argument for 2 p.m., Oct. 30, on petitions for leave to amend their am applications by Skokie Valley Bcstg. Co., Evanston, Ill.; Eider C. Stangland, Sheldon, Iowa, and Rollins Bcstg. Inc. (WBEE), Harvey, Ill., applications are in consolidated proceeding with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Oct. 20.

On own motion, corrected transcript of record in proceeding on application of May Bcstg. Co., Shenandoah, Iowa, for renewal of license of station KMA (AM). Action Oct. 20.

Dismissed petition for stay filed by Sam H. Bennion of Idaho Falls, Idaho, tv ch. 8 proceeding; Bennion's application was dismissed on Sept. 9, leaving one applicant—Eastern Idaho Bcstg. and Television Co. Action Oct. 20.

By Hearing Examiner Forest L. McClenning

Pursuant to agreements reached at further prehearing, conference on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for new am stations in Bellefonte and State College, Pa., continued to Nov. 23, Dec. 7. and Dec. 21, respectively, dates for exchange of preliminary drafts of applicants' technical engineering exhibits, for exchange of written sworn exhibits constituting direct cases of parties, and for notification of witnesses to be made available for cross examination, and continued hearing from Dec. 2 to Jan. 4, 1960. Action Oct. 23.

Granted motion by Centre Bcstrs. Inc. (WMAJ), State College, Pa., for further prehearing conference at 9:30 a.m., Oct. 23 in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp., for am facilities in Bellefonte and State College, Pa. Action Oct. 19.

Granted petition by KFWB Bcstg. Corp., and continued date for exchange of exhibits by respondent to Nov. 23 and for notification of witness for cross examination to Nov. 28, and continued hearing from Nov. 10 to Dec. 7 in proceeding on application of Southbay Bcstrs. for am facilities in Chula Vista, Calif. Action Oct. 20.

By Hearing Examiner Herbert Sharfman

On oral request of counsel for Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif., and without objection by counsel of other parties, continued prehearing conference from Oct. 28 to Nov. 18 in proceeding on am applications of Mid-America and Robert L. Lippert, Fresno. Action Oct. 26.

Granted petition by Chester Bcstg. Co., Chester, Ill., for leave to amend its am application by changing its trans. and ant. site; application is in consolidated proceeding with Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., et al. Action. Oct. 20.

Upon request by applicant and without objection by Broadcast Bureau, continued hearing from Oct. 30 to Nov. 13 on application of CHE Bcstg. Co., for am facilities in Albuquerque, N.M. Action Oct. 20.

BROADCAST ACTIONS
By Broadcast Bureau
Actions of October 23

KOIL Omaha, Neb.—Granted acquisition of positive control by **Don W. Burden** through purchase of stock from **L. Fargo Wells.**

KYVA Gallup, N.M.—Granted license for am station and specify studio location and remote control location.

WBCN (FM) Boston, Mass.—Granted license for fm station.

KLIR-FM Denver, Colo.—Granted license for fm station.

KIXL-FM Dallas, Tex.—Granted license for fm station; remote control permitted; and license to operate old main trans. as aux. trans.; remote control permitted.

WIBG Philadelphia, Pa.—Granted license covering increase in daytime power, installation new trans. and minor changes in operating parameters; subject to condition that any other further order which Commision may deem necessary and proper for conformance by licensee with terms and conditions of North American Regional Broadcasting Agreement and any and all amendments and supplements thereto, be complied with.

WCPO-FM Cincinnati, Ohio—Granted license covering increase in ERP.

WBOF Virginia Beach, Va.—Granted mod. of cp to change type trans.

WBAX Wilkes-Barre, Pa.—Remote control permitted (main trans.).

WGPA-FM Bethlehem, Pa.—Remote control permitted.

WKYW Louisville, Ky. — Remote control permitted.

KZIN Coeur d'Alene, Idaho — Granted change of remote control authority.

Actions of October 22

Granted licenses for following fm stations: WNOK-FM Columbia, S.C.; WSWM (FM) East Lansing, Mich., and specify studio location same as trans. location; KJRG-FM Newton, Kan.

***WAJC (FM) Indianapolis, Ind.**—Granted license covering decrease in ERP.

KXRX San Jose, Calif.—Granted license covering installation new type trans.

WIFI (FM) Glenside, Pa.—Granted license covering increase in ant. height to 430 ft., and changes in ant. system.

WHIL Medford, Mass.—Granted license to use old main trans. as aux. trans.

WCCN Neillsville, Wis.—Granted license covering increase in power and installation new trans.

WMRC Milford, Mass. — Granted license covering increase in power.

KHGM (FM) Houston, Tex.—Granted license covering change in frequency, type ant., ERP and main studio location.

WIBG Philadelphia, Pa.—Granted license for aux.-D, alternate-main night trans. and specify trans.; subject to condition that any other or further order which Commission may deem necessary and proper for conformance by licensee with terms and conditions of North American Regional Broadcasting Agreement and any and all amendments and supplements thereto, be complied with.

WLOE-FM Leaksville, N.C.—Granted license covering decrease in ERP.

KRE-FM Berkeley, Calif. — Granted license covering increase in ERP, decrease ant. height and installation new ant. type.

KTWR (FM) Tacoma, Wash.—Granted license covering installation new trans. and change ERP.

***KTIS-AM-FM, KNWS, KFNW Minneapolis, Minn., Waterloo, Iowa and Fargo, N.D.**—Granted mod. of licenses to change name to Northwestern College.

KISN Vancouver, Wash.—Granted mod. of license to operate trans. by remote control by employes of Station KISN only, while using non-DA.

WLAV Grand Rapids, Mich.—Granted cp to install old main trans. for aux. purposes only.

WCDT Winchester, Tenn.—Granted cp to intall new trans.

WDBM Statesville, N.C.—Granted cp to install new trans.

Granted cps to install new trans. for following stations: KERN McClatchy Newspapers, Bakersfield, Calif.; WWIN Belvedere Bcstg. Corp., Baltimore, Md.; KYRO Franklin County Bcstg. Inc., Potosi, Mo.; WCOG, WCOG Inc., Greensboro, N.C.

KISW (FM) Seattle, Wash.—Granted cp to replace expired permit which authorized change of ERP and installation of new trans.

***WIPR-FM San Juan, P.R.**—Granted cp to replace expired permit which authorized new noncommercial educational fm station.

WTEL Philadelphia, Pa.—Granted cp to change type trans.; remote control permitted.

***KVIL Highland Park, Tex.** — Granted mod. of cp to change type trans.

KBAM Longview, Wash.—Granted mod. of cp to change type trans.

KCYL Lampasas, Tex. — Granted extension of authority to Dec. 15 to operate 5 a.m. to 7 p.m.

Following stations were granted extensions of completion dates as shown: KLUU Toledo, Ore. to April 6, 1960; KBAM Longview, Wash. to Dec. 10; WKDN-FM Camden, N.J. to Dec. 23, and *WGTV (TV) Athens, Ga. to May 5, 1960.

Actions of October 21

KRCT Pasadena, Tex.—Granted acquisition of positive control by **Leroy J. Gloger** through purchase of stock from **John H. Touchstone.**

WHYE Roanoke, Va.—Granted assignment of license to **Roanoke Bcstrs. Inc.**

KBFM (FM) Lubbock, Tex.—Granted assignment of license and SCA to **Jack W. Blankenship** and **Emmett B. Kerr,** d/b as **Commercial Music Service of Lubbock, Tex.**

KBFM (FM) Lubbock, Tex.—Granted assignment of license and SCA to **Background Music Inc.**

KRKD-FM Los Angeles, Calif.—Granted assignment of SCA to **Trans American Bcstg. Corp.**

Actions of October 20

KBAK-TV Bakersfield, Calif.—Granted cp to change ERP to vis. 120 kw, aur. 64.6 kw; trans. location; type trans. and type ant., and make changes in equipment; ant. 3,690 ft.

KXII (TV) Ardmore, Okla. — Granted mod. of cp to change studio location (same as trans. site) and waived Sec. 3.613 of rules.

KXAR Hope, Ark.—Granted extension of authority to Jan. 19, 1960 to operate 6 a.m. to 6:30 p.m., weekdays and 7 a.m. to 6:30 p.m. Sundays.

Actions of October 19

WVEC Hampton, Va. — Granted assignment of license to **Peninsula Radio Corp.**

WSAI-FM Cincinnati, Ohio—Granted mod. of SCA to change subcarrier frequencies to 26 kc and 65 kc for period ending Oct. 1, 1961.

WRUL Scituate, Mass. — Granted extension of completion date to March 31, 1960.

Action of October 16

KFLW Klamath Falls, Ore.—Granted cp to install new trans. and change studio location; remote control permitted; condition.

Actions of October 14

KVEN-FM Ventura, Calif.—Remote control permitted.

KEVL White Castle, La.—Remote control permitted.

Actions of October 13

KRKD - AM - FM Los Angeles, Calif. — Granted assignment of license to **Trans American Bcstg. Corp.**

WALO Humacao, P.R. — Remote control permitted.

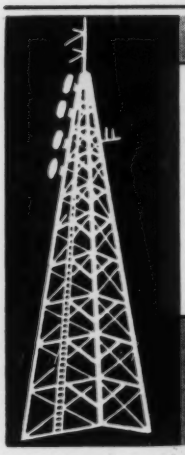
WRFD Columbus-Worthington, Ohio—Remote control permitted.

Correction to FCC Report No. 3435, Broadcast Actions, dated Oct. 20: Item regarding National Bcstg. Co., New York, N.Y., should have included following condition: This authority is without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to: (1) report of Network Study Staff; (2) related studies and inquiries now being considered or conducted, and (3) pending anti-trust proceedings involving NBC Inc., and Radio Corporation of America.

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.



America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

DAVID JARET CORP.

920 kc

CKNX Wingham, Ont.—2.5 kw D, 1 kw N, DA-2, unl., III. NIO with increased daytime power.

930 kc

CJON St. John's, Nfld. — 10 kw, DA-N, unl., III. NIO with increased power.

960 kc

CFAC Calgary, Alta.—10 kw, DA-N, unl., III. NIO with increased power.

1410 kc

CFUN Vancouver, B.C.—10 kw D, 10 kw N, DA-N, unl., III. EIO Oct. 15, 1959. (PO: 10 kw D, 1 kw N, 1410 kc, ND.)

MEXICO

List of changes, proposed changes, and correction in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

610 kc

XEKZ Tehuantepec, Oax.—1 kw D, 0.5 kw N, ND, unl., III. March 21, 1960. (PO: 600 kc, 500 w D, 100 w N, ND, unl.).

680 kc

XEKQ Tapachula, Chia.—5 kw D, 0.5 kw N, ND, unl., II. March 21, 1960. (PO: 670 kc, 1 kw ND, D.)

700 kc

XEVC Cordoba, Vera.—0.5 kw, ND, D, II. March 21, 1960. (New.)

710 kc

XEKU Acapulco, Guer.—0.25 kw D, 0.15 kw N, ND, unl., II. March 21, 1960. (New.)

770 kc

XEML Apatzingan, Mich.—0.25 kw, ND, D, II. March 21, 1960. (New.)

790 kc

XENT La Paz, Baja Calif.—5 kw D, 0.75 kw N, ND, unl., III. Dec. 21, 1959. (PO: 790 kc, 2 kw D, 750 w N, ND, unl.)

840 kc

XEEC Ciudad Mante, Tam.—0.5 kw, ND D, II. Dec. 21, 1960. (PO: 840 kc, Tampico, Tam., 500 w ND D.)

860 kc

XEWI Chapala, Jalisco—1 kw, ND D, II. March 21, 1960. (New.)

920 kc

XEGK Papantla, Vera.—0.25 kw, ND, unl., II. Sept. 21, 1959. (Delete assignment.)

XEXV Veracruz, Vera.—5 kw D, 0.25 kw N, ND, unl., IV. Sept. 21, 1959. (Delete assignment.)

XEU Veracruz, Vera.—5 kw D, 0.5 kw N, ND, unl., III. March 21, 1960. (PO: 960 kc, 500 w ND, unl.)

960 kc

Veracruz, Vera.—0.5 kw, ND, unl., III-B. March 21, 1960. (New.)

1320 kc

XEWX Tuxtepec, Oaxa.—1 kw D 0.1 kw N, ND, unl., IV. Sept. 21, 1959. (Change in call letters from XETN.)

XERN Montemorelos, N.L.—1 kw D, 0.1 kw N, ND, unl., IV. March 21, 1960. (PO: 1320 kc, 1 kw D, 200 w N, ND, unl.)

1330 kc

XERP Ciudad Madero, Tam.—1 kw D, 0.1 kw N, ND, unl., III-D, IV-N. March 21, 1960. (PO: 1330 kc, 1 kw ND, D.)

1400 kc

XEKJ Acapulco, Guer.—0.5 kw D, 0.25 kw N, ND, unl., IV. Immediately. (PO: 1400 kc, 1 kw D, 250 w N, ND, unl.)

1420 kc

XEWP Autlan De Navarro, Jalisco—0.5 kw, ND, D, III. March 21, 1960. (New.)

1460 kc

XEHE Atotonilco el Alta, Jalisco—0.25 kw, ND, D, IV. Sept. 21, 1959. (Now in operation.)

1490 kc

XEQT Veracruz, Vera.—0.1 kw, ND, unl., IV. Sept. 21, 1959. (Change in call letters from XECW.)

1520 kc

XEZQ Huimanguillo, Tabasco—1 kw D, 0.1 kw N, ND, unl., II. Sept. 21, 1959. (Change in call letters from XETH.)

1590 kc

XENH Escuinapa, Sinaloa—1 kw D, 0.25 kw N, ND, unl., IV. March 21, 1960. (New.)

License Renewals

KTUΣ Tulia, Tex.; KEEE Nacogdoches, Tex.; KNAL Victoria, Tex.; KTLU Rusk, Tex.; KRAY Amarillo, Tex.; KGKL San Angelo, Tex.; KSML Seminole, Tex.; KSTB Breckenridge, Tex.; KBEC Waxahachie, Tex.; KSIJ Gladewater, Tex.; KECK Odessa, Tex.; KIVY Crockett, Tex.; KROD El Paso, Tex.; WPLY Plymouth, Wis.; KTXL San Angelo, Tex.; KWSK Pratt, Kan.; KRTR Thermopolis, Wyo.; KVKM-TV Monahans, Tex.; KVOW Littlefield, Tex.; KEBE Jacksonville, Tex.; KBNZ La Junta, Colo.; KWTV (TV) Oklahoma City, Okla.; KRCT Pasadena, Tex.; KEXX San Antonio, Tex.; KBUY Amarillo, Tex.; KATE Albert Lea, Minn.; KEAN Brownwood, Tex.; KFMJ Tulsa, Okla.; KPRS Kansas City, Mo.; KSPL Diboll, Tex.; *KUHT (TV) Houston, Tex.; KAZZ (FM) Austin, Tex.; KVOG Ogden, Utah; KEYS Corpus Christi, Tex.; KVOC Casper, Wyo.; KCYL Lampasas, Tex.; KCLW Hamilton, Tex.; KOYE El Paso, Tex.; KWRB-TV Riverton, Wyo.

Rules on sale

Complete rules and regulations covering broadcasting are now on sale at the Government Printing Office, Washington, D.C., it was announced last week. In loose-leaf form, Volume III contains rules relating to all broadcast services. Price is $4.50 and orders must be made to the Superintendent of Documents, Government Printing Office, Washington 25, D.C. The FCC reported that it had been informed the GPO had already begun mailing copies to those who ordered in advance. The subscription price includes subsequent amendments in loose-leaf, page-substitution style for an indefinite period. Also reported on sale is volume VI, containing rules relating to amateur, citizens and disaster services. Price for volume VI is $1.25.

Previously two volumes of FCC rules had been placed on sale: Volume II, containing parts 2, 5, 15 and 18, and volume V, containing parts 9, 10, 11 and 16. Volume II covers frequency allocation and radio treaty matters, experimental radio services, incidental and restricted radiation devices and industrial-scientific-medical service; volume V, aviation, public safety, industrial and land transportation services.

ABP

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

PROMINENT BROADCASTERS Choose Stainless TOWERS

James M. Gaines, President and General Manager

WOAI ★ WOAI-TV

SAN ANTONIO, TEXAS

Charles L. Jeffers, Director of Engineering

And for good reasons, too:

* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

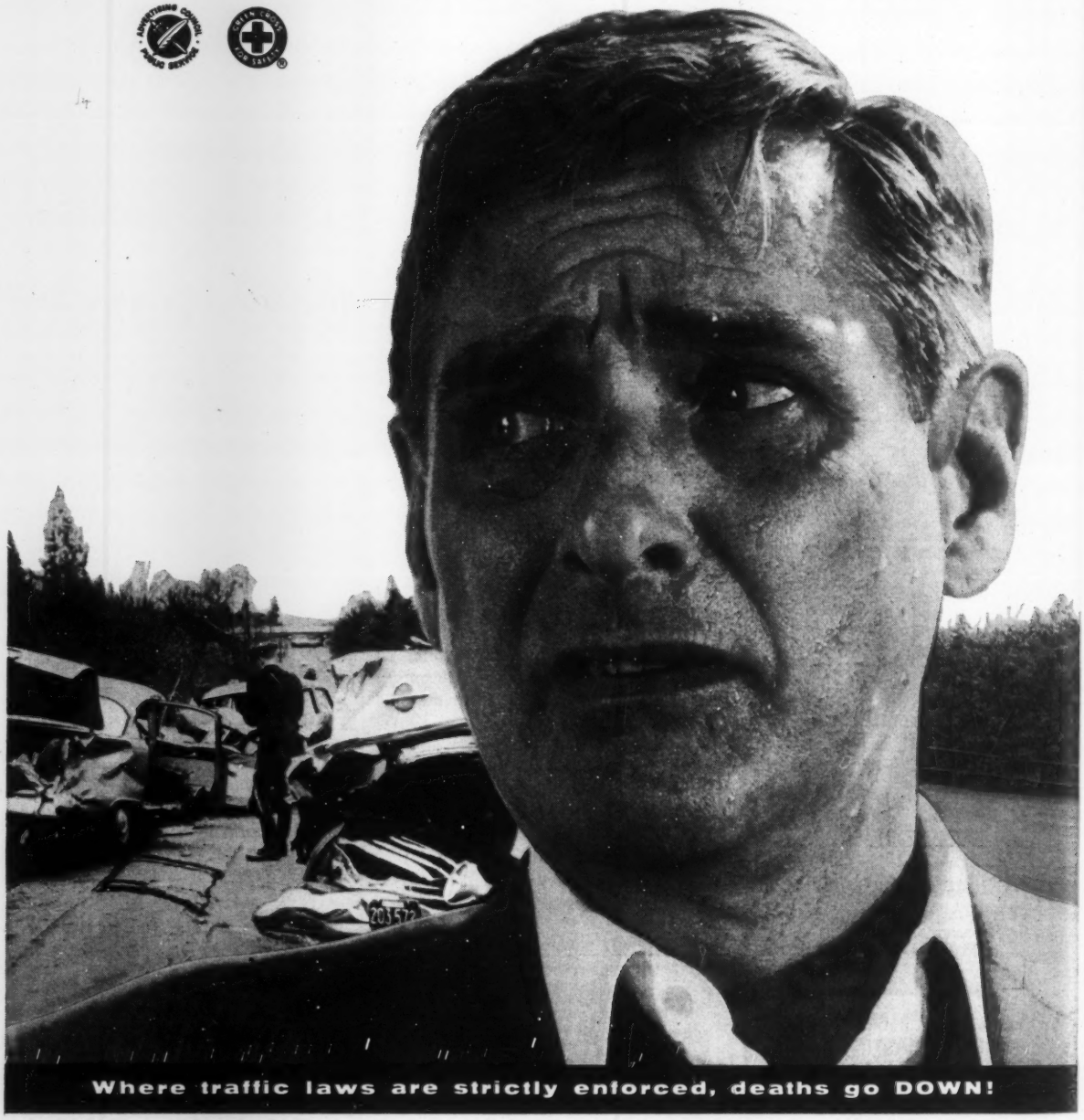
Ask today for free literature and information.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

"I wish I could have done something to help . . ."

You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody.* Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Where traffic laws are strictly enforced, deaths go DOWN!

Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

OUR RESPECTS TO . . .

James Allen Schulke

Step into Jim Schulke's office at KTLA (TV) Los Angeles and the first thing you'll notice is a wallful of pictures of the station's Telecopter, world's first flying tv mobile unit. Bossman Jim is very proud of his whirlybird, which he says is worth the $100,000 a year it costs to keep it flying for its prestige value alone.

The Telecopter's ability to get to the scene and get pictures back to the area's homes have conditioned thousands of Southern Californians to tune their tv sets to channel five at any word of a fire, flood or other catastrophe. "One Laurel Canyon fire a year is enough to establish KTLA as an out-in-front station, ready to tackle and able to lick 'most any problem," he asserts, "and that's the kind of reputation that pays off on both rating sheets and financial statements."

Jim's major enthusiasm, however, is video tape. With three tape machines operating around the clock (four by now if Ampex delivered the new machines on schedule), KTLA is already taping a number of programs for outside distribution, including *Ding Dong School* nationally and *Polka Parade*, whose 44-station purchase by Tidy House Products set a new record for regional tape buys. Come January and Paramount Television Productions, subsidiary of Paramount Pictures Corp. and licensee of KTLA, will put its own tape syndication sales force into full-scale operation, with three new taped series available on a local or regional basis.

"Tape is the future of tv," he asserted last week. "Anything you can do live, anything you can do on film, you can do more quickly, at less cost and with more assurance of quality on tape."

Tape—and More Tape • "We're going all out for tape at PTP. We're getting into tape from every angle. We've established a creative service division, a syndication division, a network division, a station division and a facilities rental division. For months we've been hard at it, developing new production techniques, new kinds of programming. Today, I think we're considerably ahead of everybody else, even the networks in many respects, such as tape editing, for instance. Studio 6, where we taped the Bolshoi Ballet, probably the biggest job in taping to date, is the best tape studio in the world and we're going to keep it that way."

Born April 13, 1922, in Cleveland, Jim grew up in suburban Lakewood, entered college at Denison U. at Granville, Ohio, where, he recalls, he majored in "girls, golf and economics—in that order." This pleasant life was abruptly interrupted by World War II, which he spent as a marine, chiefly in the Pacific. War's end found him a first lieutenant, serving as legal officer to the captain of the *U.S.S. Iowa.*

The fall of 1946 took Jim back to school, this time to Harvard Graduate School of Business Administration, where 16 months of study added a master's degree in business administration to his B.A. from Denison. "The most important thing I learned at Harvard," he says, "was how to listen—to concentrate on what the prof was saying so I understood it and retained the significant part of it. This knack has stood me in good stead ever since."

With his degree came the offer of a job as advertising director of the *Harvard Business Review*, which he accepted "chiefly to find out whether I was a salesman or not." He began by setting himself a goal of $25,000 in annual billings and left two years later when the school refused to make more advertising space available than the $75,000-a-year worth he had sold. The answer was clear: He was a salesman.

Madison Avenue Beat • Now he was off to Madison Avenue as a writer of radio and tv presentations for Young & Rubicam, with emphasis on tv to try to entice the agency's clients into putting some of their advertising dollars into this new medium. His success won him a promotion to manager of account planning. A year or so later, Jim decided that it was time for him to leave media and get into programming. Instead he was offered the post of account executive on a large account, so he left Y & R to become New York representative of James Saphier and George Rosenberg, Hollywood talent agents.

PTP's JIM SCHULKE
The tape at KTLA(TV) isn't red

For five happy years young Mr. Schulke negotiated deals in radio and tv for talent, developed and sold package programs and learned a great deal about the broadcast branch of show business. But in 1957 he decided it was time to make another change. Television was becoming big business; control was being concentrated into larger units and he'd be better off with one of them.

Some serious thinking convinced Jim that what he wanted was a top tv job with a major motion picture company. Such an organization, he figured, would undoubtedly become a major power in tv. He wanted to provide that guidance. So he set out to sell himself to the movies with a carefully planned campaign that employed as salesmen all of his friends with motion picture contacts.

On to Hollywood • The campaign succeeded. Shortly before Christmas 1957, Paramount Pictures Corp. announced the appointment of James A. Schulke "to assist in the development of Paramount's television activities." His first assignment was as vice president and general manager of Paramount Sunset Corp., to operate those Hollywood studios (chiefly a rental lot) and to proceed slowly into tv by producing a few pilot films. By spring, the management of KTLA had been added to his duties. Even earlier, however, he had sold Paramount on the idea that, as soon as tv tapes had become interchangeable and syndication of tv programs on tape feasible, the neighboring studios of Paramount Sunset and KTLA would provide an unbeatable combination.

Today, as vice president of Paramount Television Productions, Jim Schulke is busily engaged in proving now that he was right then. Under his supervision, KTLA has not only emerged from a red ink operation but is, he believes, one of the three most profitable independent tv stations in the country.

Jim lives in a bachelor apartment overlooking Hollywood's Sunset Strip but his evenings are usually spent at KTLA. "The station's on the air every night," he says, "and around here we don't believe in absentee management."

EDITORIALS

Dividing the authority

WHATEVER may be said about his motives, or even about the merits of his idea, there can be no question that Philip Cortney, president of Coty Inc., has come forward with a timely proposal.

His suggestion, as described in considerably more detail elsewhere in these pages, is that broadcasters should run the programs and the sponsors concern themselves with the commercials—period.

If it does nothing else, Mr. Cortney's proposal serves to focus attention on the nub of the problem facing broadcasters generally—and networks especially—as they subject themselves to painful reappraisals of their programming policies.

CBS is the only network that has said it will go all the way in reclaiming authority over its programming. But the bald fact is that, whether they say so or not, all networks are taking a close, hard look at the controls they have over what is broadcast.

In this context, the idea of broadcasters doing the programming, with advertisers sticking to the selling, holds probably more attraction than ever before—and it is not a new idea. Indeed it has been at work in Great Britain for several years. On British commercial television advertisers have no authority over the content of programs in or around which their advertisements appear. If advertisers dislike this arrangement, they are concealing their feelings The advertising revenue of British television has far exceeded what the commercial operators anticipated.

In Britain, of course, there was no habit of sponsorship to break when commercial television was introduced. Conditions are different in America. "Sponsor identification" has become a basic phrase in the advertising idiom. It means, in practice, the association in the public mind between the program and its bankroller. A good many advertisers believe there is real value in the identity with a popular show or star. It would be difficult to persuade Chevrolet, at this point, that its connection with Dinah Shore is of no consequence.

Perhaps there would be merit in considering a compromise between the British and American systems of sponsorship. Could not the networks sell programs as advertising vehicles but as a condition of the sale retain all authority over the content of the programs?

There will be loud protests against any wholesale application of "run-of-schedule" selling in network television —and quite possibly the protests should rightfully prevail. Terry Clyne of McCann-Erickson, a knowledgeable executive of a knowledgeable agency, voiced some of the objections a couple of weeks ago when the subject came up on Dave Susskind's *Open End* program on WNTA-TV New York. For one thing, he wanted to know, can a half-dozen people, or more, do a better job of programming for the public than is being done now? Or, if what is programmed has a limited appeal—which was the situation Mr. Clyne was talking about—then how many advertisers can afford to play to such a selective audience?

But if broadcasters are to be held responsible for everything they present—as the quiz hearings have shown they are—then shouldn't they go all the way and exert that responsibility? Haven't they already done so, to a considerable degree, in the programs they are presenting and selling "magazine style"?

We don't say Mr. Cortney's idea should be adopted. But we cannot now say that it should not be. We do say that it is worth considering. Its pros and cons should be weighed carefully, and there is no more appropriate time than now.

Geneva, the U.S. and us

IT IS fortunate that an international conference on telecommunications is being held this year on the neutral ground of the international convention city of Geneva. Communications in this shrinking world are engulfed in problems and, if that were not enough, the question of outer space communications also is to be coped with.

The average man in broadcasting is apt to think of international conferences as vague and distant gatherings of double-domed engineers and scientists which mean nothing to him. This is a fallacious notion. The conclusions reached very definitely could affect the future of important broadcast services. If existing allocations to television or fm, or auxiliary services feeding them, were reduced or reassigned, it is entirely possible that our own services could be affected. And in the international broadcasting field, the situation in Geneva last week was downright critical.

Until now, the allocations sessions have been largely devoted to sparring for tactical advantage. With more than two months of this, and with a committed deadline of Dec. 15, the sessions are reaching the power play stage. Russia, by and large, has been cooperative. But no one is being deluded about what might happen in these closing rounds.

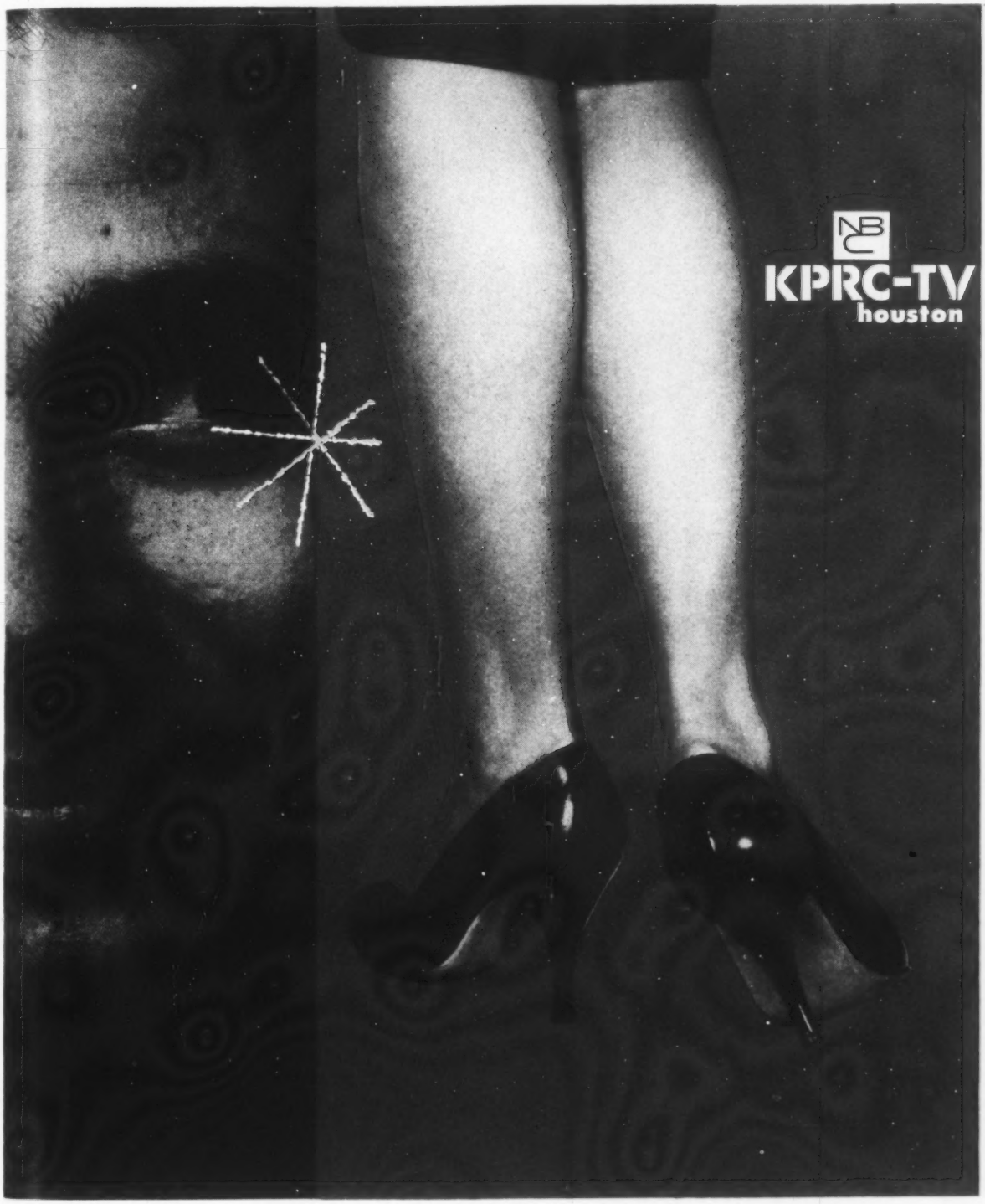
We are pleased to note that Chairman Oren Harris (D-Ark.) of the House Commerce Committee, and perhaps Rep. Walter Rogers (D-Tex.), plan to visit Geneva this month. Mr. Harris is the author of a bill to create a Frequency Allocation Board, to sit as an over-all super-FCC on government as well as non-government allocations. There's a similar legislative effort in the Senate, and the Administration has pressed for legislation too, although it has attacked the problem obliquely.

And while about it, we suggest that Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, and his Communications Subcommittee chairman, Sen. John O. Pastore (D-R.I.), would find it illuminating and helpful if they also were indoctrinated on the scene in Geneva. Here too, we believe their Republican colleagues should accompany them.

Britannia used to rule the waves and a large chunk of the world. In this modern world, no nation can attain or hold front rank without a substantial position on the air waves.

"Couldn't resist all those hard-sell commercials . . . ."

Kprc-Tv. . . for fine television results. . . Edward Petry & Co. . . . National Representatives



YOU OWE IT TO YOUR AUDIENCE

courtesy of Kayser Hosiery